JANUARY 9, 1956

35c PER COPY

BROADCASTING TELECASTING

THE PACIFIC NORTHWEST A B•T MARKET ANALYSIS
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basic NBC

KMTV now . . .

in OMAHA

Two Television Pioneers—both leaders in

color telecasting—

Team-Up for an Exciting Future

The favorite television station in the Omaha market—KMTV—joined NBC on January 1. This new affiliation now provides KMTV with greater opportunities to pioneer in color television and to present a more exciting program lineup than ever before.

KMTV programming now includes all the outstanding NBC shows, the top ABC shows, and the locally produced KMTV shows that have been area favorites for years.

KMTV is the only station in the Omaha area equipped to telecast both network and local shows in full color. Because of this KMTV pioneering, Omaha viewers and advertisers are among the most color tv-conscious in the country.

In joining NBC, the nation's leading color television network, KMTV will be able to present a greatly expanded national and local color schedule to meet this growing color television enthusiasm.

In color and black and white, popular KMTV shows reach more people for you in the Omaha market—because of KMTV's 100,000 watts and low channel 3.

So talk to the television leader in Omaha. Contact KMTV or your Petry representative today.

COLOR TELEVISION CENTER

KMTV

CHANNEL 3

MAY BROADCASTING CO.

NBC-TV
ABC-TV

OMAHA

KMTV will present 95% of all the color TV shows seen in the Omaha area in January.

Represented by

Edward Petry & Co., Inc.

THE SOUTH'S FIRST TV STATION IS RICHMOND'S ONLY TV STATION

WTVR

100,000 WATTS MAXIMUM POWER

1049 FEET MAXIMUM HEIGHT

RICHMOND, VA. CHANNEL 6

INTERCONNECTED WITH ABC AND CBS

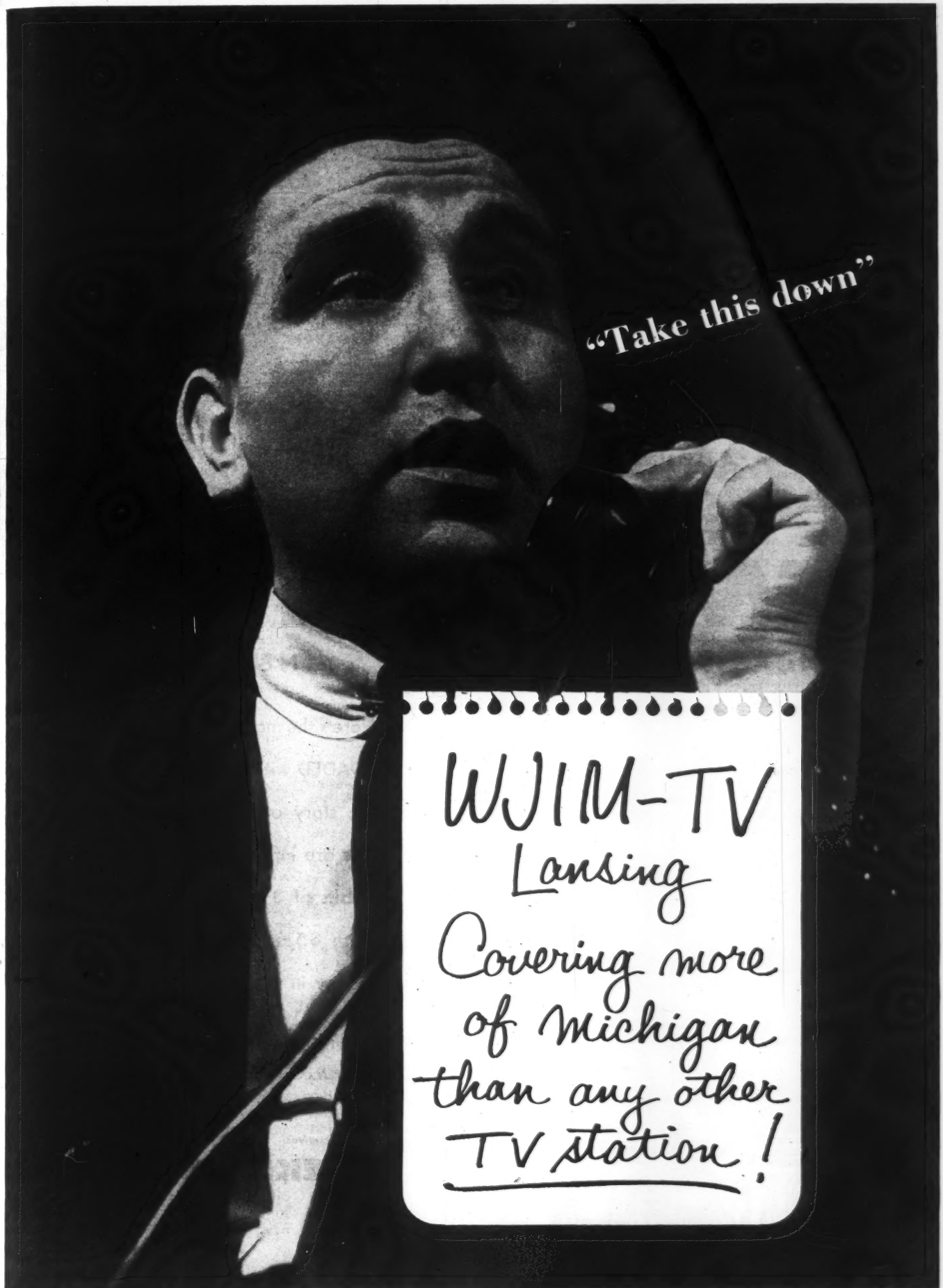
Results are what advertisers expect and get from **BIG WTVR**, "The South's First Television Station". **ALL** of the **TOP TEN** PROGRAMS FROM ABC AND CBS, plus a line-up of time-tested local programs and personalities assures a vast and responsive audience amongst more than 500,000 TV set owners. In short **WTVR DOMINATES** . . . let us prove these facts in **RESULTS FOR YOU!**

WMBG AM WCOD FM WTVR TV

First Stations of Virginia

A Service of HAVENS & MARTIN, INC.

WMBG represented by The Bolling Company
WTVR represented by Blair TV, Inc.



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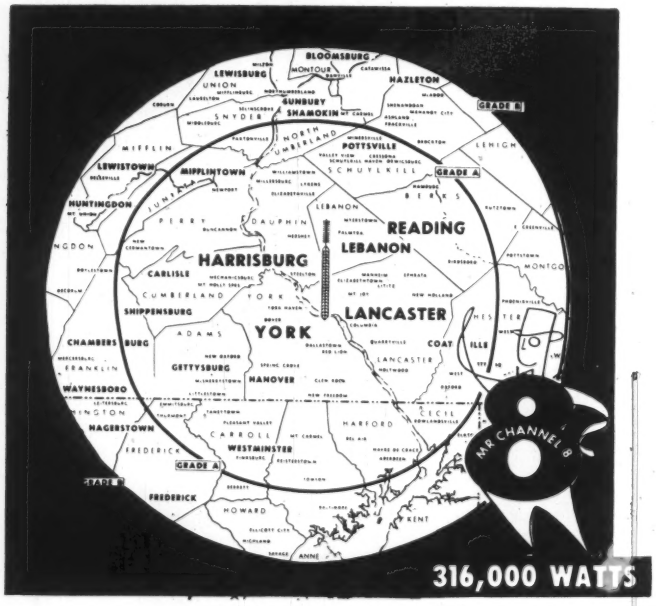
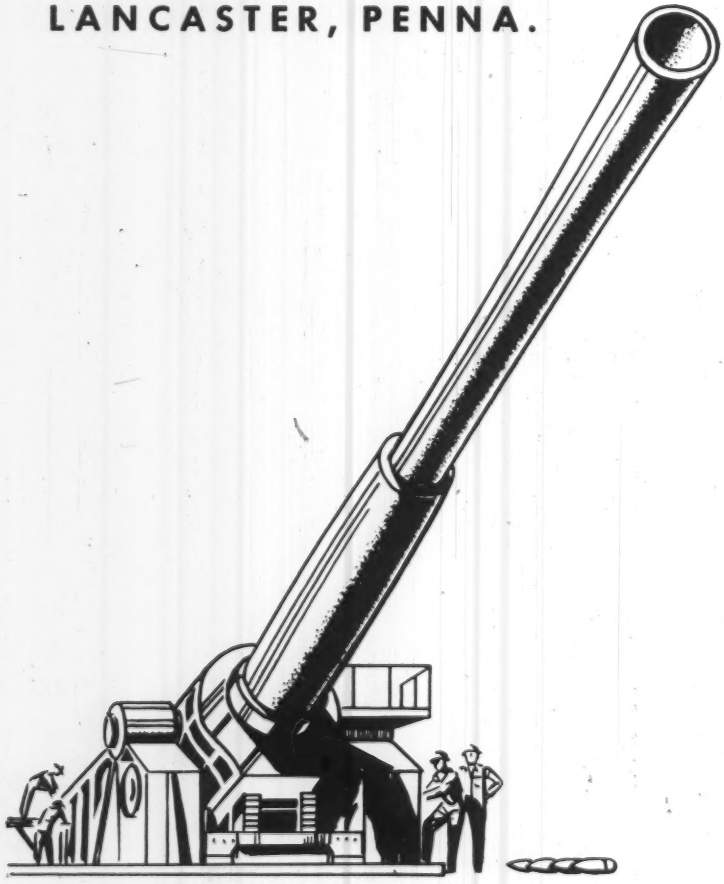
a veritable volley of sales

CHANNEL 8 MULTI-CITY MARKET



WGAL-TV

LANCASTER, PENNA. NBC and CBS



Here's the market story you find LOADED with sales interest. It's the story of how 912,950 TV sets are influencing the buying habits of 3½ million shoppers with $5½ billion spending money in their pockets.

STEINMAN STATION
Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York Los Angeles
Chicago San Francisco

closed circuit®

FASTER ACTION • Radical revision in FCC procedures, whereby Commission would render oral decisions in hearing cases immediately after hearing argument, with written opinion to follow, will be suggested to FCC when it appears before Chairman Magnuson's Interstate Commerce Committee Jan. 17. Sen. Magnuson (D-Wash.) feels FCC could expedite its work by following this method, in general adhered to by some courts in issuing *per curiam* opinions (which are short and quick). Lag in deciding docket cases has provoked criticism, with pressures greatest between time cases heard and finally decided.

B•T

FCC this week is expected to receive from Chairman Magnuson, what amounts to informal bill of particulars on what committee expects in way of direct testimony when hearings begin Jan. 17 [B•T, Jan. 2]. It's presumed committee will ask individual commissioners to tell where they stand on allocations proceedings, with emphasis on deintermixture; also status of various projects, including network investigation.

B•T

SHORT CHANGE • CBS Radio has adopted as standard procedure letter of notification to its affiliates upon contract expiration whereby mutual six-month cancellation clause is made part of contract, rather than customary automatic two-year renewal. Practice began last September, it was learned. Radio contracts on all networks have been for two-year periods with negotiating period to begin six months prior to expiration. Tv contracts, on other hand, in many cases carry 90-day or six-month cancellation clauses, with no firm two-year affiliation.

B•T

QUALITY Radio Group lost 2 of its 25 member stations last week but was said to be hot on trail of first client. WFAA Dallas and KPRC Houston, having committed themselves to membership to first of this year, withdrew simultaneously from organization which was formed year ago to combat depressed radio network nighttime sales. Group was reported, at week's end, to be in strong position to make big sale to major national advertiser.

B•T

OIL OUTLOOK • Standard Oil Co. of New Jersey is considering sponsorship of new NBC-TV program, *Outlook*, slated to start Feb. 5 in 2-2:30 p.m. EST Sunday slot. Show will feature Chet Huntley, West Coast news analyst and commentator, being moved to New York by NBC-TV to do show. Veteran radio-tv newsman Huntley possibly may be groomed as NBC-TV's competition to nationally prominent CBS newscaster Edward R. Murrow, one of whose sponsors, incidentally, is American Oil Co. (Amoco).

IS Dr. Milton S. Eisenhower getting build-up? Political observers, searching for straws in GOP wind, comment about extent to which Dr. Eisenhower, President's brother and president of Penn State, is showing up in tv news clips these days. He has been constant companion of President at Key West. Early reports had Milton as probable second man on GOP ticket if Brother Ike decides not to run but now there's speculation that Milton may have Pennsylvania gubernatorial bee, irrespective of his big brother's decision.

B•T

IN FAMILY TV • BBDO will use closed circuit television—in one of first such occasions among agencies—to reach more of its office brass and staff in its annual inter-office meeting next month. Instead of transporting four or five executives from each office to New York for annual session, agency plans to bring in two or three from each, then have all other out-of-town executives and staffs gather at Sheraton hotels (BBDO client) in their respective cities to see and hear wind-up program tentatively scheduled Feb. 24 at 4-5 p.m., and featuring, from New York's Roosevelt Hotel meeting site, board chairman Bruce Barton, vice chairman Alex Osborn, president Ben Duffy, executive vice president and treasurer Fred Manchee, executive vice presidents C. H. Brower (in charge of creative services) and J. Davis Danforth (client relations), possibly others.

B•T

IN KEEPING with arrangement reached fortnight ago on closing of ch. 34 KANG-TV Waco, license of station last week was turned into FCC and its physical assets merged with vhf ch. 10 KWTX (TV) Waco, with latter carrying both its ABC and KANG-TV CBS schedules as of Jan. 1. Texas Broadcasting Co., licensee of vhf ch. 7 KTBC-AM-TV Austin, which also held KANG-TV license, has acquired 29% of KWTX-TV. Texas Broadcasting is headed by Mrs. Claudia T. Johnson, wife of Senate Majority Leader Lyndon B. Johnson [B•T, Jan. 2].

B•T

HOT AIR • Distributors of spicy *Confidential*, "expose" magazine which had recent brush with U. S. mails, are finding radio stations which accept their advertising. Current issue of bi-monthly publication was promoted in radio spots with copy which hinted darkly at such alleged goings-on as Walter Pidgeon's "wild party," what Clark Gable's first wife said and other articles in "the magazine that knows all and tells all." Spots usually run for day or two when magazine hits newsstands and are placed in as many as 50 cities.

LONG LINE rates currently are commanding attention of FCC, but not to exclusion of broadcast docket cases. Action on resolution adopted October of last year by National Assn. of Railroad & Utility Commissioners questioning disparity in telephone rates between intrastate and interstate points and urging "separation study" and to take into account adjustments based on plant investment and other factors, may come this week. Coaxial, microwave and radio networking tariffs are not directly involved in this proceeding but reportedly are on agenda, along with pending RCA Communications Inc. petition for new tariffs whereby teletype communications from anywhere in U. S. to overseas points would be at same rate paralleling tariffs for overseas telephone costs.

B•T

MORE SPECS • New 90-minute color spectacular series is being considered by NBC-TV for appearance next fall. Program series probably would be placed as latish Friday evening offering to be sold on participation basis similar to "color spread" sales method for "Sunday spectacular" now on network. Best guess to format: Dramatic plays.

B•T

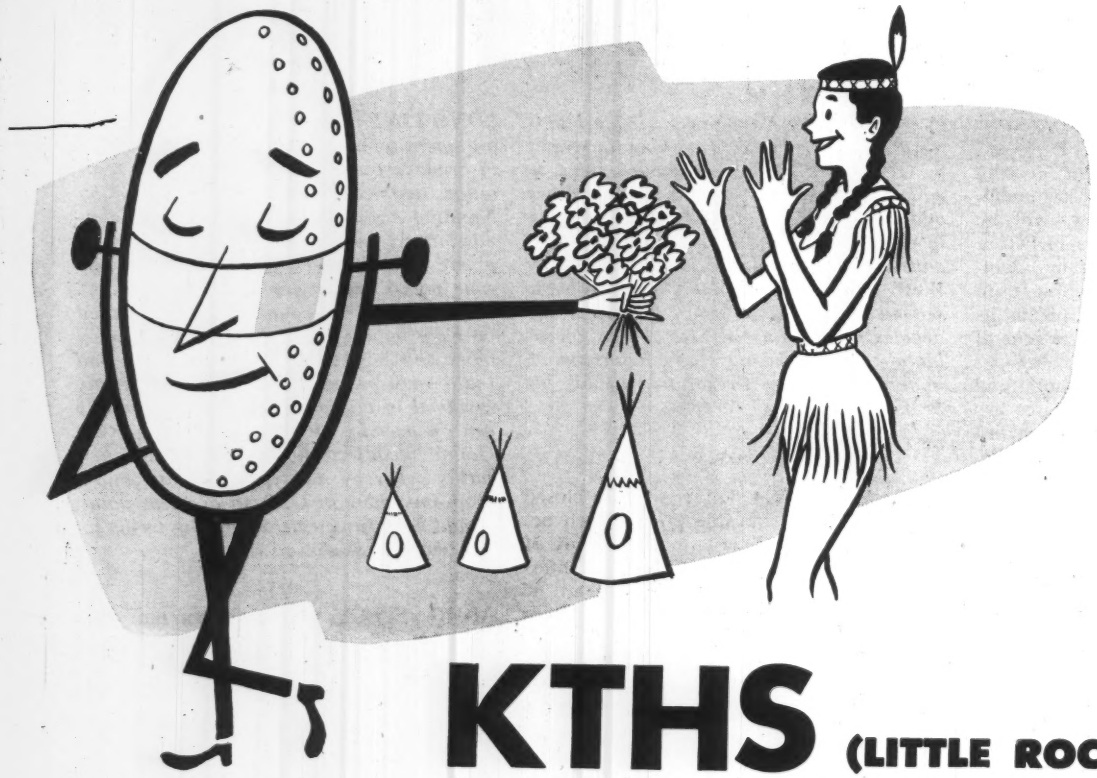
THERE'LL be new twist at annual Radio-Tv Correspondents Dinner scheduled Feb. 18 at Washington's Statler Hotel. President Eisenhower, not accepting social engagements because of illness, won't attend in person, but plans are in works to put him on program by remote control. This presumably would be filmed talk. Vice President Nixon is to be guest of honor.

B•T

WHAT TO WATCH • Still in quiet discussion stage at NARTB is idea designed to give public better understanding of programming. Considered at Television Information Committee meeting Thursday, plan would be based on tune-in primer as guide to good viewing, with suggestions to aid parents in regulating family tv habits. General discussion of tv station and network operations might be included, following pattern of booklets given airline passengers. Current criticism of tv leans more to commercials than programming.

B•T

PART of FCC network staff indoctrination by CBS and NBC in New York last week included behind scene tour of top tv productions. Greatest interest was evinced in Lou Cowan's $64,000 Question, *with Mr. Cowan himself handling personally-conducted tour. Three Commissioners and staff (see story, page 61) expressed amazement at amount of preparation and rehearsal involved in productions as well as size of organizations required to put on single show.*



KTHS (LITTLE ROCK)

EASILY COURTS POCAHONTAS, TOO!

KTHS is Basic CBS Radio for Little Rock—but with 50,000 watts, it also reaches hundreds of small towns and cities *throughout the State.*

KTHS does heap big job in *Pocahontas* (Ark.), for example. Only slightly under 4,000 souls there, it's true, but scores of other such communities combine to give KTHS interference-free daytime coverage of over 3-1/3 MILLION people!

Ask your Branham man for all the facts.

The Station KTHS Daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager

at deadline

Senate May Act This Week On 'Economic Protest' Revision

SENATE action may come this week on House-passed bill (HR 5614) to amend Sec. 309 (c) "economic protest" provisions of Communications Act. Senate Democratic policy committee Thursday cleared measure, held over on Senate calendar since end of first session of 84th Congress, for Senate action. (See editorial written earlier last week, page 122).

Senate Majority Leader Lyndon B. Johnson (D-Tex.) declared that Senate leadership "will feel at liberty to ask senators to consider" HR 5614 and half-dozen other bills when Senate meets this week. Senate plans to meet for brief session today (Mon.), Thursday and possibly one other day.

HR 5614 was left on Senate books last year [B•T, Aug. 8] after senatorial objections when bill was called on Senate consent calendar. Measure had passed House in "division vote" of 77-10 after hearing by Transportation & Communications Subcommittee of House Commerce Committee. Identical Senate measure (S 1648) had been heard by Communications Subcommittee of Senate Commerce Committee, followed by group's approval of House version already passed by latter body.

Prosposed amendment, one of major pieces of legislation requested by FCC in 84th Congress, would (1) allow FCC to determine if hearing is merited on protest of grant made without hearing; (2) give FCC greater freedom in modifying or adding issues for protest hearing and authority to sustain its own demurrer on issues which, even if proved true, do not warrant hearing, and (3) allow FCC to determine at its own discretion and in public interest whether grant should be stayed pending hearing's conclusion.

Geissinger New GOP Counsel For Probe of Tv Networks

WAYNE T. GEISSINGER, assistant chief counsel for Senate Commerce Committee, was designated Friday as Republican counsel for committee's investigation of tv networks and uhf-vhf troubles, taking over duties vacated by Robert L'Heureux, GOP counsel for the probe, whose move to the FCC as legislative liaison is impending (see story page 60).

Mr. Geissinger adds tv probe duties to present tasks as head minority counsel of committee. He was named for new duties after agreement between Sen. John W. Bricker (R-Ohio), ranking GOP member on committee, and Chairman Warren G. Magnuson (D-Wash.).

Mr. Geissinger said Friday that despite his position as assistant chief counsel for committee he wants it understood probe will be headed by Kenneth A. Cox, Seattle lawyer recently named by Chairman Magnuson as majority counsel for the probe [B•T, Dec. 23, 1955]. Mr. Cox has said, however, that Frank Pellegrini, chief committee counsel, will take over major share of probe duties until Mr. Cox becomes oriented to job.

Neither Mr. Geissinger nor Mr. Cox has had communications experience.

Mr. Geissinger, 45, joined committee March 25, 1955, after serving two years as consultant for now-defunct Committee on Intergovernmental Relations. From 1952-53 he was in private law practice in Washington, D. C., acting in 1952 as liaison for the Republic of Korea between the ROK Embassy and United Nations. In 1951 he was advisor to ROK President Syngman Rhee. Native of Columbus, Ohio, he was labor relations counsel for Ohio Contractors Assn. from 1948-51 and staff attorney for Ohio Mfrs. Assn. from 1936-48. He was lieutenant colonel in Air Force in World War II.

TAKING IT WITH YOU

MORE EVIDENCE of importance of television to politicians of all countries was seen last week when Brazilian President-Elect Juscelino Kubitschek, in this country on a short tour, spoke at National Press Club luncheon in Washington. Among swarm of journalists in president's party was cameraman from tv station TUPI Rio de Janeiro. His films were dispatched daily for showing on all Brazilian stations.

Slenderella Plans Boost In '56 Radio-Tv Spending

SLENDERELLA INTERNATIONAL (slenderizing firm) plans to spend in excess of $2.5 million in 1956 on advertising, much of it in broadcast media, compared to $1,270,000 in 1955, Larry Mack, president, said Friday following meeting to announce firm's expansion plans. He indicated spot radio-tv will be increased on basis that media were major factor in company's success for 1955.

Slenderella has renewed all spot radio programs in 27 markets (on which it spent $800,000 last year) and will add others. Company allocated $110,000 for spot tv last year. Broadcast media to be utilized in following new markets: Baltimore, Denver, Atlanta, Minneapolis, Seattle, Portland, Tacoma, New Orleans, Tulsa, Oklahoma City and San Antonio.

Slenderella has successfully used saturation campaigns calling for minimum of 25 weekly five participations and use of well-known local personalities, Mr. Mack noted.

New Calls In Philadelphia

NBC Friday requested FCC permission to change call letters of its newly acquired KYW-WPTZ (TV) Philadelphia to WRCV and WRCV-TV. Philadelphia stations were acquired in exchange with Westinghouse Broadcasting Co. Westinghouse received NBC's Cleveland outlets, WTAM-WNBK (TV), plus $3 million. Sale was approved fortnight ago [B•T, Jan. 2].

It's Official

ACQUISITION by CBS of Terrytoons Inc., New Rochelle, N. Y., confirmed Friday by network (see story page 31), with animated cartoons properties to be distributed by CBS-TV Films Sales. Terrytoon firm will be dissolved. Purchase price not disclosed, but estimated variously at from $3-5 million.

• BUSINESS BRIEFLY

SHEER MAGIC ON RADIO • Campana Sales Co., Batavia, Ill., appoints Wright, Campbell & Suitt Inc., Chicago, to handle special 13-week spot radio campaign, starting in February, for Sheer Magic liquid makeup. (Overall account handled by Grant Adv., Chicago.)

NL&B GETS WORTHINGTON • Worthington Corp. (air conditioners), N. Y., Friday appointed Needham Louis & Brorby, N. Y., as agency, effective March 15, and plans expansion of radio-tv co-op spot campaign shortly thereafter in South and Southwest. Account currently handled by James Thomas Chirurg Inc., N. Y.

TOLD IN TWO CITIES • Max Factor & Co., Hollywood, Calif., running special two-city, four-station radio spot campaign in Chicago and Detroit late this month for Sebb dandruff remover. Agency is Doyle Dane Bernbach, N. Y.

FILBERT'S BUYING • J. H. Filbert Co. (Mrs. Filbert's margarine), Baltimore, launching radio-tv spot campaign middle of January on leading local women's participation programs in eastern U. S., running 6-8 weeks. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

EX-LAX RESUMES • Ex-Lax Inc., N. Y., effective Jan. 16 resumes radio spot campaign for another 20 weeks. Warwick & Legler, N. Y., is agency.

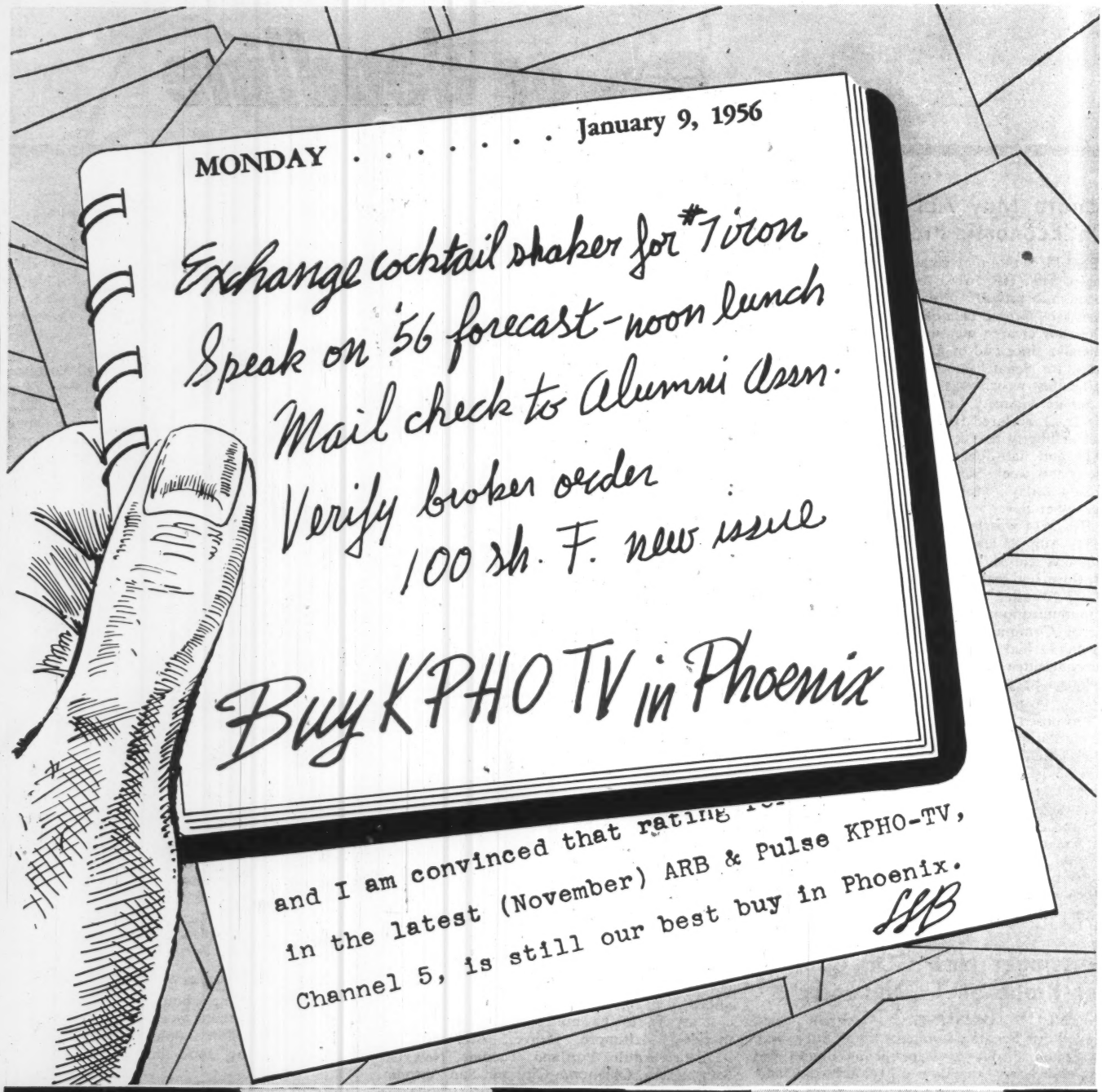
ERNIE'S SRO • NBC-TV reported ready to hang "sold out" sign on *Tennessee Ernie Show* (Mon.-Fri., 12-12:30 p.m. EST), with sale of Monday, 12:15-12:30 EST segment to Swift & Co., Chicago, through McCann-Erickson, N. Y. Fifty-two week sponsorship slated to start Jan. 23.

LEVER LOOKING • Lever Bros., N. Y., is understood casting about for tv program to sponsor on alternate weeks on network basis. Specifications: Show should be on network now, have high rating, good time spot.

SAFETY SPOTS • General Motors Acceptance Corp., Detroit, through Campbell-Ewald, N. Y., considering extending spot campaign, which includes drive-carefully warnings, safety rules and weather conditions, in as many as 50 radio markets. If budget is allocated for spot extension, starting date would be about May 25 with wind-up Sept. 10. Schedule runs over weekends, starting Friday and running through Monday morning.

COGITATING • Doeskin Products, N. Y., which recently appointed Harry B. Cohen, N. Y., as advertising agency, is understood considering sponsorship of women's radio shows on spot basis, effective mid-February.

ACRONIZE TESTING • Fine Chemicals Div. of American Cyanamid Co., N. Y., for new antibiotic powder, Acronize, launching first of several radio-tv spot campaigns in U. S. test markets late this month. New product retards growth of bacteria in freshly-killed poultry. Geare-Marston Inc., N. Y., is agency.


MONDAY . . . . . January 9, 1956
Exchange cocktail shaker for #7 iron
Speak on '56 forecast - noon lunch
Mail check to Alumni Assn.
Verify broker order
100 sh. F. new issue
Buy KPHO TV in Phoenix
and I am convinced that rating
in the latest (November) ARB & Pulse KPHO-TV,
Channel 5, is still our best buy in Phoenix.
LLB

KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS

SYRACUSE
WHEN RADIO 620 kc. ABC
WHEN TV Channel 8 CBS

PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5

OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

Elmira Newspaper Applies For Drop-In Ch. 9 There

APPLICATION for drop-in ch. 9 at Elmira, N. Y., filed with FCC Friday by *Elmira Star-Gazette* (Gannett newpaper interests). *Star-Gazette* listed estimated construction costs at $501,850, first year operating expenses at $480,000, expected revenue at $635,000.

In addition to broadcast holdings, Gannett Co. owns 12 newspapers, has majority interest in five others and minority interest in another.

WSYR-TV Syracuse last week petitioned FCC for rehearing and stay of Elmira drop-in, claiming assignment would be detrimental to uhf growth in southern New York and central Pennsylvania.

WBEJ Sold for $95,000

FCC Friday was asked to approve assignment of license of WBEJ Elizabethton, Tenn., from Robert W. Rounsaville and George M. Clark to WBEJ Inc. for $95,000. WBEJ operates on 1240 kc, 250 w and is MBS affiliate. Raymond C. Turrentine Jr. is WBEJ Inc. president. William R. Wagner is vice president-general manager. Mr. Rounsaville owns WQXI-AM-TV Atlanta, Ga.; WLOU-WQXL-TV Louisville, Ky.; WCIN-WQXN-TV Cincinnati; WMBM Miami Beach, Fla.; WBAC Cleveland, Tenn., and WWOK Charlotte, N.C.

Florida Am Grant Stayed

POSTPONEMENT of new am grant (1280 kc, 5 kw day) at DeFuniak Springs, Fla., to W. D. Douglass, announced Friday by FCC. In designating grant for hearing, Commission named WFNM DeFuniak Springs, which protested grant [B•T, Dec. 5, 1955], party to proceeding. WFNM questioned whether Mr. Douglass was financially able to build and operate proposed station, and whether by reason of alleged misrepresentations in his application he was of fit character to be licensee. Protest was hinged on probable economic injury to protestant and possible demise of one or both stations should second outlet begin operation in DeFuniak.

MCA-TV Drops Five, Adds One

MCA-TV Film Syndication Div. set to announce today (Mon.) that, in accordance with end of its agreement with various producers, it no longer will syndicate the following tv film series: *Counterpoint, Royal Playhouse, I Am the Law, Abbott & Costello* and *Where Were You?* Action was said to result from MCA-TV's preparations for acquiring new properties, one of which was announced as *Federal Men*, half-hour tv film series of 39 episodes.

WRVA-TV Appoints HR&P

WRVA-TV Richmond, Va., ch. 12 station now under construction, has appointed Harrington, Righter & Parsons as national representative, Barron Howard, vice president and general manager, said Friday. WRVA-TV's target date is early April.

LIT UP

SOUTH SIDE of Foshay Tower Bldg., Minneapolis, where KEYD-TV studio is located, was billboard spectacular over past weekend when various offices were lit up and shade either drawn or opened to spell out—in lights—station's call letters. KEYD-TV, which said Friday it expected lights to be seen for miles, celebrates its first birthday today (Monday).

Dry Goods Men Look Ahead To Increased Radio-Tv Use

RESULTS of survey to be released today (Mon.) at opening of National Retail Dry Goods Assn.'s 45th annual convention in New York reveal that 12% of nation's retailers plan increased use of radio as advertising medium in 1956, and 7% expanded use of tv. NRDGA noted that as in past years, newspapers will receive largest percentage of retail promotion dollar, with direct mail next.

First Buys for 'Kangaroo'

FIRST SPONSORS of *Captain Kangaroo* (CBS-TV, Mon.-Fri., 8-9 a.m. EST and Sat., 9:30-10:30 a.m. EST) announced Friday by William H. Hylan, CBS-TV vice president in charge of network sales. Nestle Chocolate (products and cookie mixes), through McCann-Erickson, New York, and Whitehall Pharmacal Co. (Kolynos toothpaste), via Grey Adv., New York, will sponsor individually two 5-minute segments weekly, starting Jan. 12 and Jan. 30, respectively.

At same time, network claimed program now was highest-rated weekday network show for that morning period. Kiddie program, which began Oct. 3, 1955, occupies second hour of *Morning Show*, and reportedly will receive additional cartoons under Terrytoons Inc. contract negotiated by CBS-TV (see story page 31).

RCA Color Tv Ad Drive On

COLORCAST of "Peter Pan" on NBC-TV today (Monday) will mark opening of extensive advertising campaign by RCA to introduce firm's first complete line of color tv receivers, J. M. Williams, manager of advertising and sales promotion, RCA Victor Television Div. announced Friday. Ad schedule includes network tv and radio shows sponsored by RCA: *Producers Showcase, Milton Berle Show, Martha Raye Show, Monitor, Your Radio Theatre, Truth or Consequences*, and *Dragnet*. Also included in first quarter campaigns are tv and radio commercials for use by local distributors and dealers.

Benton & Bowles in Detroit

BENTON & BOWLES Inc., New York, expected to announce opening of new Detroit office to service Studebaker-Packard Corp. account, headquartered there.

PEOPLE

RODOLFO A. CORREA, counsel, RCA Commercial Dept., which handles patent licensing activities, elected vice president, Brig. Gen. David Sarnoff, RCA board chairman, is announcing today (Mon.). In new post, Mr. Correa, with RCA since 1951, will report to Ewen C. Anderson, executive vice president, public relations, RCA. Mr. Correa served as counsel to Office of Defense Mobilization in Washington, D. C., for two years before joining RCA.

ROBERT E. LANG, director of Radio Free Europe, joins CBS News & Public Affairs as director of program sales, newly created post. Sig Mickelson, CBS vice president of news and public affairs, said Friday Mr. Lang, whose appointment was effective immediately, will act as liaison with sales departments of both CBS-TV and CBS Radio and will embark on "intensive sales development program" for news and public affairs.

VINCENT TUTCHING, president of Foote, Cone & Belding International since 1949, has joined McCann-Erickson Corp. (International) as vice president and account supervisor.

SAMUEL A. HARNED, BBDO vice president and director, resigned to open advertising consulting service, Samuel A. Harned Assoc., N. Y. Firm will act as consultant to four national accounts in addition to BBDO.

F. R. DEMMERLY, vice president and treasurer of former RCA Estate Appliance Corp., Hamilton, Ohio, appointed Friday as controller, RCA Victor Television Div. of RCA. Mr. Demmerly succeeds **G. K. BRYANT,** recently named operations manager of division.

BYINGTON F. COLVIG, WXIX (TV) Milwaukee sales staff, named director of sales promotion, CBS Television Spot Sales, N. Y.

EDWIN CAHN, manager of Los Angeles office of Pulse Inc., N. Y., promoted to director of Pulse Pacific activities. Prior to joining Pulse in July 1955, Mr. Cahn was West Coast manager for Avery-Knodel Inc., N. Y.

JO RANSON, WMGM New York publicity director, named to additional post of director of public service programs. With WMGM since 1946, he formerly was radio editor of *Brooklyn Eagle* and is author of several books on radio, tv and regional history as well as radio-tv instructor in Baruch School of Business & Public Administration, College of City of New York.

EDWARD J. MURPHY, member of traffic staff of radio-television department, N. W. Ayer & Son, N. Y., has moved to agency's radio-tv program production staff.

T. E. PEREYRA and **DUDLEY F. CATES** elected partners of Kidder, Peabody Inc., investment firm active in radio-tv station brokers field.

Don Lee Buys Phone Quiz

SALE of telephone quiz jackpot show, *Tune Test*, to Don Lee Broadcasting System to be announced today (Mon.) by Walter Schwimmer, president of Radio Features Inc. Series will start today on approximately 45 Don Lee stations as five-a-week, 25-minute strip, originating in Hollywood with Frank Evans as m.c., according to Mr. Schwimmer. Program also sold in 25 major and 16 secondary markets, he added.

the week in brief

MOVIES IN TV GOLD RUSH

Hundreds of previously restricted feature films and shorts are released for tv use as motion picture producers hasten to get in on the video gold mine 31

D'ARCY GETS PACKARD

Auto company switches account on April 1 from Ruthrauff & Ryan to D'Arcy Adv. Inc., which loses Bayuk Cigars to Al Paul Lefton, Feigenbaum & Werman and Greenshaw & Rush 32

RETAIL SALES CENSUS

County-by-county figures for 1954 retail sales in toto *and by 12 categories, as compiled by the U. S. Census Bureau for Colorado, South Carolina, Virginia and West Virginia* 34

TV GAINS A SECOND AN HOUR

Every day, 24 seconds are added to tv's lead over radio in average American home, Knox Reeves Advertising chart shows 39

FAULTY MASKING MARS FILMS

Pictures, product identifications and credits fail to appear on rectangular screens of new tv sets when producers use old-style round masks to frame their films 51

AT&T EXTENDS TV FACILITIES

Bell System intercity tv transmission facilities tied in 34 more stations in 29 cities in 1955, bringing total of interconnected video stations to 391 in 262 cities 53

FCC TO NAME L'HEUREUX

Republican counsel for Senate investigation of tv networks and uhf-vhf problems slated to become legislative liaison of FCC; announcement expected this week 60

NETWORKS BRIEF FCC PROBERS

Commission's investigation committee spends two days with CBS, two with NBC, learning facts of network life; similar visits to ABC and MBS planned 61

GREATER BOSTON PICKED FOR CH. 5

FCC Chief Hearing Examiner Cunningham recommends ch. 5 grant to Greater Boston Tv Corp., with denials to other four applicants 63

UHFS APPEAL EVANSVILLE GRANT

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In Live Programming

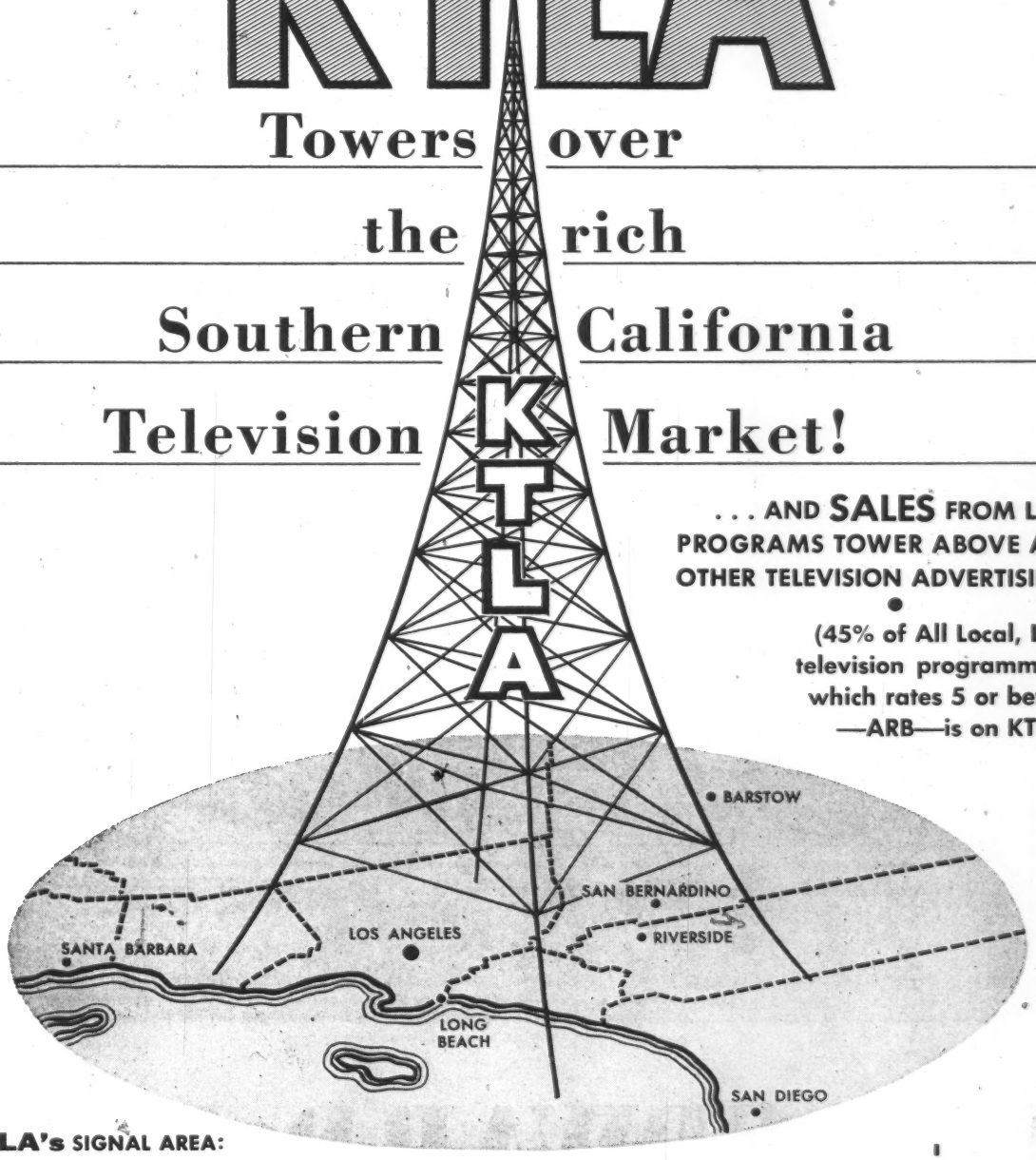
KTLA

CHANNEL 5

Towers over the rich Southern California Television Market!

. . . AND **SALES** FROM LIVE PROGRAMS TOWER ABOVE ALL OTHER TELEVISION ADVERTISING

(45% of All Local, Live television programming which rates 5 or better —ARB—is on KTLA)



IN **KTLA's** SIGNAL AREA:

POPULATION 7,004,800 • RETAIL SALES $8,244,000,000 • TV SETS 2,200,000

7% of the nation's television homes can be reached by KTLA

Represented Nationally by PAUL H. RAYMER COMPANY

60 seconds is

EDWARD PETRY

NEW YORK CHICAGO ATLANTA

s all it takes

Since the beginning of time men feared and wondered at lightning flashes in the sky. Yet, in perhaps just 60 seconds of flying his kite, Benjamin Franklin established lightning as electrical disturbances in the atmosphere.

Today, to establish lightning sales reaction for your products — electric blankets in the North — electric fans in the South — to move merchandise most anywhere . . . 60 seconds is all it takes on Spot Radio — and . . .

It costs *less* to reach more of your potential customers . . . whoever they are . . . wherever they might be . . . at the precise time and place of your choice.

60 seconds—or *less*—is all it takes to sell them with the right, bright buy—Spot Radio.

WSB	Alanta	NBC	WTAR	Norfolk	CBS
WFAA*	Dallas-Ft. Worth	NBC-ABC	WIP	Philadelphia	MBS
KOA	Denver	NBC	WRNL	Richmond	ABC
WIKK	Erie	NBC	KCRA	Sacramento	NBC
KPRC*	Houston	NBC	WOAI*	San Antonio	NBC
WJIM	Lansing	NBC-ABC	KFMB	San Diego	CBS
KARK	Little Rock	NBC	KGO	San Francisco	ABC
KABC	Los Angeles	ABC	KMA	Shenandoah (Iowa)	ABC
WISN	Milwaukee	CBS	KTBS	Shreveport	NBC
KSTP	Minneapolis-St. Paul	NBC	KVOO	Tulsa	NBC
WABC	New York	ABC	ABC	Pacific Radio Regional Network	

*Also represented as key stations of the TEXAS QUALITY NETWORK

& CO., INC.

DETROIT LOS ANGELES SAN FRANCISCO ST. LOUIS

CERTAIN THINGS STAND OUT ! !

Yes, some things are all-important to the advertiser . . . like the dynamic sell-power of the JOE FLOYD Stations . . . the two-market impact you get for your one smart buy . . . the spending power of these big multiple markets. What a terrific spot for you!

THE BIG TV COMBO

78% of South Dakota, plus western Minnesota, northwestern Iowa

KELO-TV

JOE FLOYD, President

Evans Nord, Gen. Mgr. Larry Bentson, V. P.

NBC PRIMARY

. . . and Joe reports SELL-OUT of Saturday and Sunday time on NBC's MONITOR (KELO Radio). For future spot availabilities contact:

H-R REPRESENTATIVES

QUEEN FOR A DAY

EVERYTHING about *Queen for a Day* comes over better on television than it did in 10 years on radio. And there's plenty to come over: emotion-filled faces of contestants, the array of gifts, regally—if briefly—dressed court attendants, and Jack Bailey, whose m.c. effervescence somehow seems more sincere when you see him.

The program is still filled with its tearjerking tricks. Contestants tell how they need whatever it takes to enable them to support their babies, mothers, husbands, invalid aunts, etc. And the saddest story wins on the applausemeter.

It's a better show on tv because its strong points, weak though they be as entertainment criteria, are visual. *Queen* brags it has given away $13 million in its radio career. It's no wonder the show is something less than sold out. Sponsors should pay when they can have valuable plugs free by presenting their products as prizes?

Production costs: Estimated minimum $25,000 per week.

Sponsored by Procter & Gamble Co. Mon.-Wed.-Fri. at 4:45-5 through Compton Adv. and Miles Labs at 4:45-5 on Thurs. through Geoffrey Wade. On NBC-TV, Mon.-Fri., 4:30-5 p.m. EST.

Producer: Howard Blake; director: Harry Mynatt.

Star: Jack Bailey; announcer: Gene Baker; fashion commentator: Jeanne Cagney.

YEARS OF CRISIS

THE STATE of the world at the end of 1955 and the title of the seventh annual installment of *Years of Crisis* were at opposite poles—or so this excellent news presentation made it appear. At year's end some reporters could find no major peril in their particular bailiwicks, reflecting the general world wide good-times that prevail.

CBS' staff of renowned reporters, with Edward R. Murrow channeling the discussion, gave a forceful, cogent picture of the international scene. Newsmen headquartered in London, Rome, Bonn, Africa, Asia, Paris, Moscow, and Washington, convened in New York to add color and perspective to the mosaic that was a year in the making.

Visually the telecast was not very much. Except for Mr. Sevareid's cigarette holder, Mr. Murrow's ever-tapping foot and the wrinkled brows of the participants the program would have been just as effective on radio only. Billowing smoke obscuring the scene was a silent testimonial to the country's tobacco producers.

Production costs: Estimated at $5,000.

Broadcast on CBS-TV, Sunday, Jan. 1, 4-5 p.m. EST, sustaining.

Chairman and chief commentator—Edward R. Murrow; CBS newsmen: Howard K. Smith, Bill Downs, Richard C. Hottelet, Alexander Kendrick, Robert Pierpoint, David Schoenbrun, Daniel Schorr and Eric Sevareid.

CBS News production supervised by John F. Day; executive producers: David Zellmer and Robert Skedgell; director: Don Hewitt.

AUNT JENNY

THE RETURN of *Aunt Jenny* and her "real life" stories to CBS weekday radio with her sponsor of 18 years must mean somebody missed her during the months she was off in 1955. There must be somebody who likes the same old hack-written melodrama, the same old organ effects and the inevitable "to be continued tomorrow."

But how many listeners are going to come back tomorrow for more of such poor writng as displayed in the opening story, "The Accused Innocent"? If an author has 11 episodes to tell a tale, as planned for this story, why does he resort to such cheap tricks as gossip to develop the character of his villain? In the light of her program material, Aunt Jenny deserves double credit for her commercials. They are appealing. Her opening broadcast was not.

Production costs: $5,000 per week.

Sponsored by Lever Bros. Co. (Spry shortening, Silver Dust and Breeze cleaning products) through Foote, Cone & Belding, N. Y. on CBS Radio, 2:45-3 p.m. EST, Mon.-Fri.

Producer and director: Robert Simpson; cast: Agnes Young as Aunt Jenny, Santos Ortega, Jim Coy, Katharine Ratt and others; announcer: Peter Thomas; organist-musical director: Dick Liebert; sound technician: Jimmy Dwan; author of "The Accused Innocent": David Karp.

DO YOU TRUST YOUR WIFE?

WITH THE ADVENT of *Do You Trust Your Wife?* Edgar Bergen makes his return to tv. The quiz program is emceed by Mr. Bergen and his wooden friends, of whom Charlie McCarthy is the most famous.

The new show has ignored the electronic gimmicks currently fashionable quiz-wise but has turned to the old magnetic force—money—or in this case how to keep more of the winnings. Winners may get up to a lifetime's supply of $100 bills at the rate of one per week and thus escape paying the higher taxes on a lump sum. They can presumably keep even more if they decide to collect their loot in a foreign country (while on a trip for instance).

Despite its title, *Do You Trust Your Wife?* is no analysis of marital fidelity; rather it is a matter of whether the husband thinks he can answer the next question or whether he wants to pass the buck to his spouse.

Aside from the filthy lucre aspect of the feature it has little more than the dry wit of Charlie & Co. to recommend it. Unless a new crop of quiz fanatics is bred, the show is destined to join the vast majority of moderately-popular shows of no special significance.

Production costs: Approximately $30,000.

Sponsored by Frigidaire Div., General Motors Corp., through Kudner Agency, on CBS-TV, Tues., 7:30-8 p.m. EST.

Star: Edgar Bergen, featuring Charlie McCarthy, Mortimer Snerd, Effie Klinker.

Producer: Don Fedderson; executive producer: Fred Henry; director: Jim Morgan; editorial supervisor: Herbert Hoffman; music: Frank Devol; announcer: Ed Reimers.

SEEN & HEARD

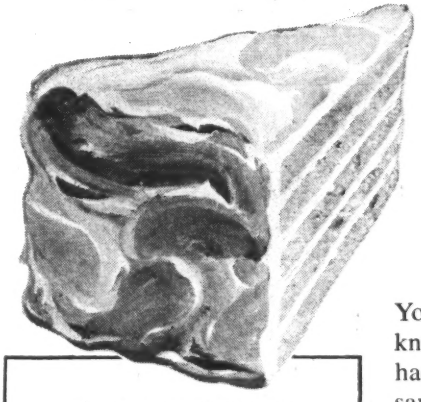
Bill Stern's year-end sports review on ABC Radio (Dec. 30, 1955, 9-9:25 p.m. EST) was somewhat of a disappointment in that it devoted too much time to a couple of sports—horseracing and boxing. In all fairness to Mr. Stern and ABC, it must be noted that 25 minutes is hardly sufficient time to give a comprehensive wrapup of the sports year. However, such things as interviews that could not be understood and took up valuable time should have been omitted in favor of more complete coverage of sports barely noted (college football) and others not mentioned at all (all other college sports, notably basketball).

Mixed Utensils Dept.: Sam Balter, commenting during the final seconds of NBC-TV's Jan. 2 Rose Bowl football telecast: "It looks like UCLA came out of the frying pan into the melting pot."

IN GEORGIA...

you can have your cake and eat it, too!

The GEORGIA BIG 5...



the station group that gives you all the *practical advantages* of a network...*plus all the local impact of home-town programming!*

You know the *intense* listener loyalty that stations command *locally*. You know the *strong dealer influence* that stations wield *locally*. Now you can have these *local* advantages of five long-established stations...PLUS time-saving network economies—with the GEORGIA BIG 5! Five leading stations in one buy . . . involving only *one* bill.

Buy the GEORGIA BIG 5—get the added sales power of local merchandising support!

The sale you start with your spot is *clinched* by the point of sale merchandising support supplied by each *Georgia Big 5* station. In addition you can count on a full array of selling aids: trade calls by station personnel who are your dealers' *neighbors* . . . trade mailings and tune-in announcements. Your Avery-Knodel man will give you full details!

CHECK these important FACTS ABOUT GEORGIA

In the two year period ending 1954:

- ☐ **Georgia radio homes. . . . . UP 22%**
- ☐ **Georgia population . . . . . UP 17%**
- ☐ **Georgia automotive sales . UP 43%**
- ☐ **Georgia retail sales . . . . . UP 13%**

Four good reasons why Georgia deserves deeper penetration than ever before... *deeper* penetration than *one-station coverage* can give! Ask for *all* the facts about the big new growth of Georgia!

The GEORGIA BIG 5

is your *big Georgia buy...* more Georgia homes *at less cost per minute!*

The *Georgia Big 5* delivers 83%—yes 83%—of all Georgia radio homes! More Georgia homes—at less cost per minute—make the *Georgia Big 5* your big buy—your best buy—in the nearly $3 billion Georgia market.

MERCHANDISE SOLD VIA GEORGIA BIG 5 WGST WGAC WRBL WMAZ WTOC

WGST *Atlanta* 5,000W ABC

WGAC *Augusta* 5,000W ABC

WMAZ *Macon* 10,000W CBS

WTOC *Savannah* 5,000W CBS

WRBL Columbus 5,000W CBS

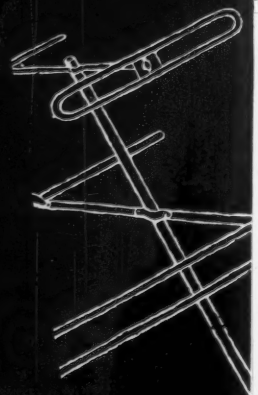
AVERY-KNODEL, Inc. National Representatives

MORE VIEWERS MORE COVERAGE

...than any other

the televi... audi...

ARB



AMER...

Here are FACTS from the November ARB for the metropolitan Oklahoma City area

DAYTIME

8 AM to 5 PM, Monday thru Friday

KWTV -	124 quarter hour segments
Station B -	49 quarter hour segments
Tie -	7 quarter hour segments
TOTAL	180

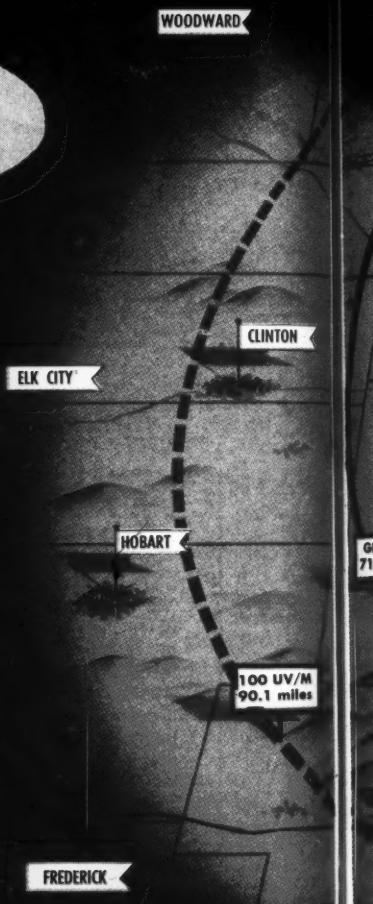
NIGHTTIME

Out of the top 30 weekly shows, KWTV leads in 18, including these top four:

$64,000 Question	57.9
I Love Lucy	52.1
Red Skelton	46.6
What's My Line	41.0

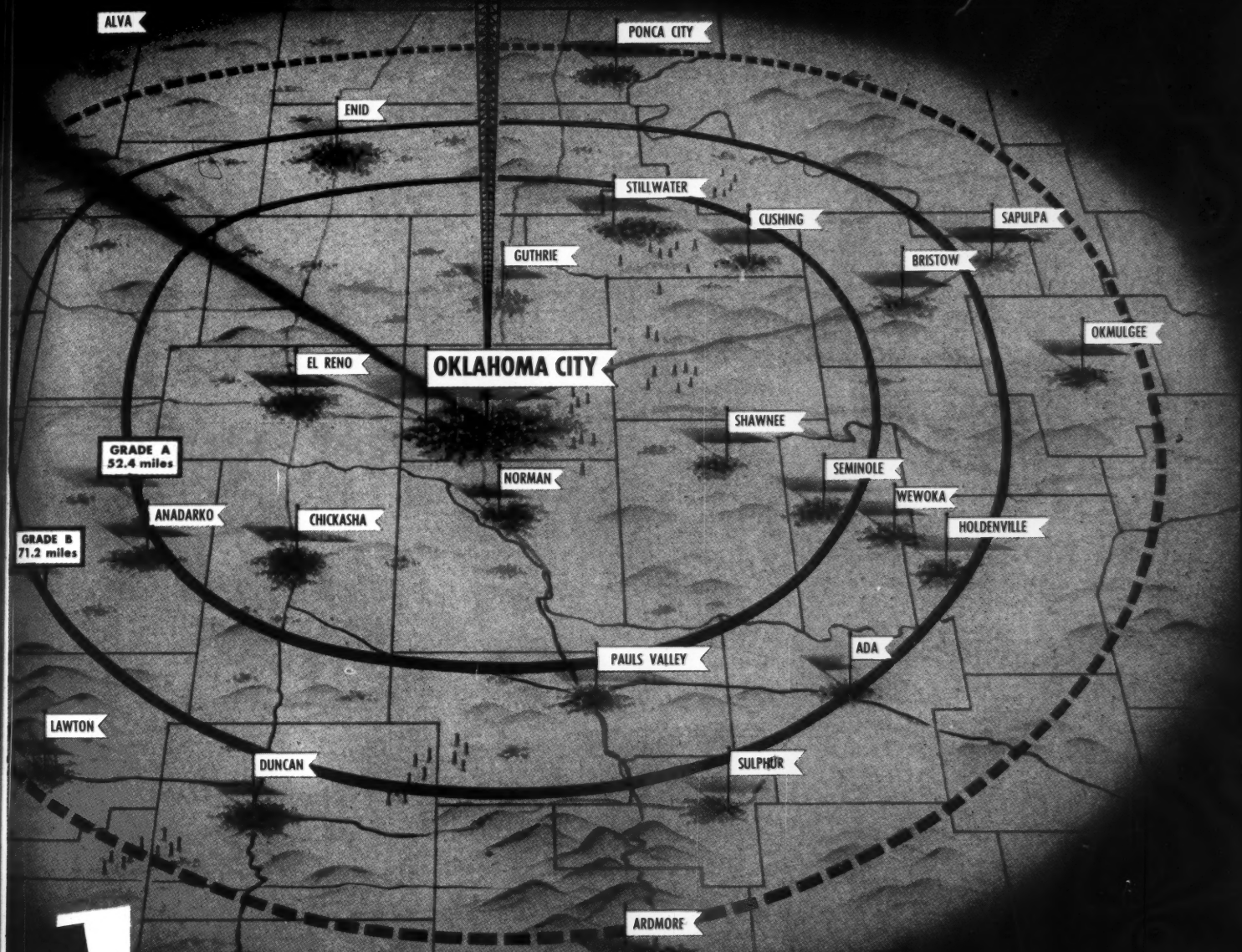
... AND IN ADDITION, KWTV has the -

- highest rated local daytime show - VIVIAN, HARRY AND EDDIE 9.8
- highest rated daytime network women's show - ART LINKLETTER..12.5
- highest rated daytime participation show - MY LITTLE MARGIE.....17.9
- highest rated children's network show - MICKEY MOUSE CLUB.....29.1
- highest rated children's participating show - RANGE RIDER.....16.3



GET ON THE WINNING TEAM

Oklahoma City television station



...

kwtv

OKLAHOMA CITY

World's Tallest Man-Made Structure

CBS

EDGAR T. BELL, *Executive Vice President*
FRED L. VANCE, *Sales Manager*

Represented by AVERY-KNODEL, INC.

#10
Ad-Lib Libby

Greatest
gal
For ad lib sell

Forgot routine . . .
Signed up Nell!

BUT - not with
TELEPROMPTER SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WGBS-TV
Channel 23
Miami

KPTV
Channel 27
Portland, Ore.

TELEPROMPTER SERVICE
Trademark registered U. S. Pat. No. 2655373 Other Patents Pending
TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

OPEN MIKE

Listening Post on Job

EDITOR:

In reply to John Hymes' letter in your Dec. 12th issue, the RTES [Radio-Television Executives Society] Listening Post is providing an increasingly effective service for executives in the broadcasting field who find themselves between jobs.

The Listening Post committee counsels and helps ease the problems described in your article, "They Tell Me I'm Too Good To Hire" [B•T, Nov. 28, 1955]. In addition, registered applicants are referred to job openings for which they qualify.

Our crying need is for more job openings. Everyone seeking radio and television personnel should make their requirements known to the Listening Post. We have a file of experienced candidates in management, sales, public relations, copywriting, production, etc. By using the Listening Post, employers will be helping themselves and their own in their industry.

Roger Pryor, Chairman
RTES Listening Post Committee
New York

Hi-Fi Monitors

EDITOR:

We thought you'd like to hear about a morale booster and novel innovation at our station. KLMR claims the distinction of being the only 1,000 watt station with high fidelity monitor speakers in the control room. One announcer said, "It's a pleasure to operate the board now."

Two woofers and one tweeter were installed in a cabinet and mounted above the control room glass window by Chief Engineer Dan Peluso. Cost the station about $20.00, [produced] amazing results with all speed recordings and its reproduction is so great that it even picks up surface scratches on tape playbacks!

It operates off the standard console amplifiers. No additional equipment needed, just a wooden box 17 inches high and four feet long. Two 12-inch Quam woofers, one Quam six-inch tweeter and one condenser provide hi-fi quality for console operators.

How many thousand watt stations can make this statement?

Dan Peluso, Chief Engineer
KLMR Lamar, Colo.

Unneeded Gift

EDITOR:

Fm radio didn't need the gift from the FCC, reported in the Dec. 26 B•T. Rather than reduced hours, as reflected in the elimination of Sunday broadcast requirements—we need more hours.

You can't build an audience with limited service. We run WRRN (FM) at a profit and we broadcast from 6 a.m. to 11:05 p.m. seven days a week, with Sunday sign-on at 8 a.m. We give service and programs people want and as a result 54% of Warren homes have fm radios.

We duplicate daytime WNAE programs; repeat news broadcasts (sports, national, local) forced back by early winter am sign-offs at the same time the year round (6-6:45 p.m.); broadcast local sports, professional baseball and football; and concert music.

One-man operation at the transmitter or remote control keeps expenses down and allows a profit of 30% on investment. However, with tv and cable interference, fm broadcasting provides the only decent listening, anyway. If necessary we would run fm at a loss just to give full time service to our community.

In areas of poor radio reception it is a joy to have even one good fm station to listen to. I would be satisfied to see all am stations replaced by fm stations.

A. David Potter, Jr., Gen. Mgr.
WNAE-WRRN (FM) Warren, Pa.

Mixed Pix

EDITOR:

Have just read the announcement concerning me in the Jan. 2nd issue of B•T, and would like to call to your attention the fact that the photograph used with the write-up is not mine.

Richard Lockman, Vice President
Emil Mogul Co.
New York

[EDITOR'S NOTE: Charge to similarity of names and general holiday short work-week production pressure the error which switched pictures of agency vice president Richard Lockman and WAVE Louisville radio production manager Harry Lockhart. Here they are, properly identified.]

MR. LOCKMAN MR. LOCKHART

MILESTONES

► BRYSON RASH, ABC Washington correspondent has celebrated his 30th year in broadcasting. In 1925, at the age of 12, he conducted a "Buster Brown" show on KMOX St. Louis. During his career he has been with KWK St. Louis, CBS in Washington, WLW Cincinnati, and NBC Washington. Mr. Rash, White House correspondent since 1941, covered the Executive Mansion for NBC until ABC was formed and has been with that network since. He does some news work on a local basis on WMAL-AM-FM-TV Washington.

MR. RASH

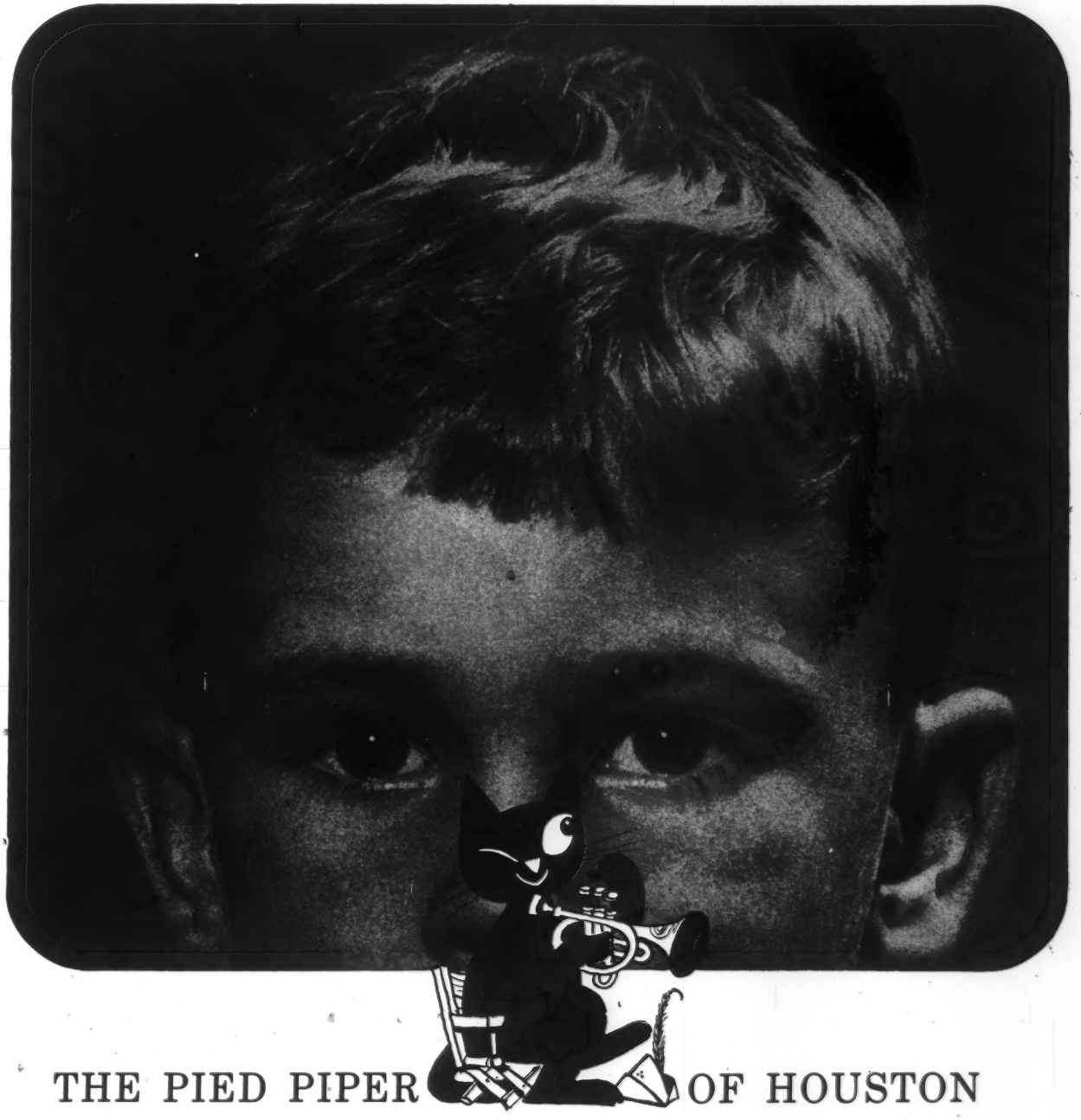
► WMIS Natchez, Miss., has celebrated its 15th anniversary.

► ABC-TV's *The Lone Ranger* will mark its 23d anniversary Jan. 10.

► WGAR Cleveland has observed its 25th birthday.

► KCRS Midland, Tex., has marked its 20th anniversary.

► WALTER E. PIPER Jr. has marked his 15th anniversary as contributing editor to WEEI Boston's *Country Journal* program.



THE PIED PIPER OF HOUSTON

KiTiRik—Channel 13's black magic mascat has enchanted the children of Houston, and changed the Houston market in less than a year. Houston has become Hamlin Town with the grateful parents joining the parade to KTRK TV.

October ARB shows our daytime combination of children's programs, films and family features frequently leading network competition. In the late afternoon more than 68% of the audience hears KiTiRik's "Piper's Tune" at 4:30 daily to lead into "Mickey Mouse Club" and the great new lineup of ABC family shows — Topper — Warner Brothers Presents — Disneyland — Lone Ranger — Rin Tin Tin — Wyatt Earp — Ozzie and Harriet. And KTRK TV still programs more sports for Dad each week. Good shows make good adjacencies. Call us or Blair-TV.

THE CHRONICLE STATION, CHANNEL 13 **KTRK-TV** P. O. BOX 12, HOUSTON 1, TEXAS — ABC BASIC

HOUSTON CONSOLIDATED TELEVISION CO., General Mgr., Willard E. Walbridge; Commercial Mgr., Bill Bennett

NATIONAL REPRESENTATIVES: BLAIR-TV, 150 E. 43rd St., New York 17, N. Y.

TARGET

In 1955 CBS Television achieved a nine-year objective: delivering the most popular programs to the largest audience at the lowest cost in all television.

Radio-Television

NOMINATIONS INVITED

Deadline Feb. 1, 1956

10. Radio or Television Newswriting: For a distinguished example of newswriting or commentary for radio or television; nominations consisting of either a partial or complete script, broadcast or telecast during the year.

Radio

11. Radio Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio during the year; exhibits consisting of a typewritten summary and recordings or tapes, not exceeding fifteen minutes running time.

12. Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature, not entertainment; commercially sponsored radio programs not being eligible unless produced and controlled by the broadcasting station; exhibits consisting of disc recordings (no tapes) and a typewritten summary mentioning running time of exhibit, not to exceed fifteen minutes.

Television

13. Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by television during the year; exhibits consisting of typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

14. Public Service in Television Journalism: For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature and not entertainment; commercially sponsored programs not being eligible unless produced and controlled by the broadcasting station; entries consisting of a typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

Nomination blanks and further information may be secured by writing to:

Victor E. Bluedorn, Director

SIGMA DELTA CHI

35 E. Wacker Dr., Chicago 1

Peace Group Offers Awards

THE Institute for International Order, described as a non-profit organization for world peace, will offer $2,000 cash for the best local radio programs produced during the first six months of 1956 on the subject of "Action for Peace in Our Town." Eight prizes, ranging from $50 to $400, are to be presented for programs of any nature that fall within the purpose of the awards. The Institute also will award an equal amount to community organizations working with the winning stations. Details can be obtained from the organization at 11 W. 42nd St., New York 36.

AWARD SHORTS

Paul Harvey, ABC Radio newscaster, cited for his "faithful and courageous exposures of the dangers of Communism and subversion" by the American Legion.

Kay Neumann, conductor of *Kay's Kitchen,* KDKA-TV Pittsburgh, elected only woman member of Pittsburgh chapter of National Culinary Federation. At same time she was made honorary member of national body, marking third time organization has awarded honorary membership.

Charlie Roberts, KLZ-TV Denver, communicator on station's *Denver At Night* program, awarded honorary membership in Denver police department for show's regular beeper-phone check with police officials.

Ralph Renick, news director, WTVJ (TV) Miami, Fla., received 1955 Good Citizenship Award of Coral Gables Civitan Club for tv forum, *What's the Story.*

ABC-TV series, *Adventures of Ozzie and Harriet,* (Fri., 8-8:30 p.m. EST) received first annual Della Robbia Wreath Award from Boys' Republic of California, rehabilitation center. Award recognizes contributions to understanding of juvenile problems.

John B. Browning, vice president-general manager, WSPB Sarasota, Fla., awarded life membership in Sarasota Jaycees for interest in and contributions to organization.

WNAC-TV Boston received plaque award from Archbishop Richard J. Cushing of Boston Jan. 1 for regular Sunday mass telecast on WNAC-TV, marking first anniversary of televised mass.

Dr. Frances Horwich, NBC-TV *Ding Dong School* personality, and **Walt Disney,** ABC-TV *Disneyland* and *Mickey Mouse Club* producer, received *Parent's Magazine* annual medal awards for "outstanding service to children during 1955."

WDOK Cleveland, Ohio, received certificate from Mayor's Committee for Employment of Handicapped for "outstanding public service in behalf of physically handicapped."

Jackie Gleason, CBS-TV personality, will receive annual humanitarianism award of City of Hope National Medical Center of Duarte, Calif., at testimonial dinner in New York Feb. 26. He is chairman of national citizens committee of City of Hope, which specializes in cancer, leukemia, tuberculosis and cardiac diseases.

WLEA Hornell, N. Y., awarded certificate of appreciation by 9313th Air Reserve Squadron, Elmira, N. Y., for support of Air Force Reserve program.

WJLK Asbury Park, N. J., presented silver bill clip and bracelet mementos of long service to seven air personalities: Mrs. Harriet Bross Nemeth, Mrs. Frank A. Hayes, Dr. Victor Knapp, G. Howard Scott, William D. Martin, James K. Allardice and Arthur Morris.

LEON McASKILL (l), publisher, *This Week* magazine, presents the first annual Award for Outstanding Showmanship to WGBS-TV Miami, owned by the Storer Broadcasting Co. Receiving the award for WGBS-TV are Bob Nashick (c), promotion manager, and Dick Sloan, sales manager.

Vivian Carter, disc jockey, WWCA Gary, Ind., honored by BMI at fourth annual awards dinner in New York for her record, "At My Front Door."

WFPG Atlantic City, N. J., received certificate of appreciation from 9327th Air Reserve Squadron for cooperation in Air Reserve activities.

KYW Philadelphia and **Jack Pearce,** station public affairs director, honored with plaque by Prisoners Family Welfare Assn. for station's 20th anniversary of broadcasting prisoners' Christmas concerts.

General Electric Co. Broadcast Equipment advertising section, Syracuse, N. Y., received "Joshua" plaque from match book industry for "distinguished use of match book advertising" during year-long campaign promoting GE color tv equipment. Campaign earlier won Best of Industry Direct Mail Award for 1955.

WMAQ Chicago and newsman **Len O'Connor** are recipients of merit awards from Chicago South Side Community Committee and American Correctional Assn. for juvenile delinquency documentary series, *They Talked to a Stranger.* Mr. O'Connor cited by U. S. Veterans of Foreign Wars, Dept. of Illinois, and Off-The-Street Club for same series.

Paul Winchell, ventriloquist on NBC-TV, cited by Mrs. Ivy Baker Priest, U. S. treasurer, for volunteer service in promotion of U. S. Savings Stamps and Bonds through Minute Man Patrol.

Drue Smith, WDEF-AM-TV Chattanooga, Tenn., given award of merit by Daughters of American Revolution for civic and patriotic coverage on her program.

WJR Detroit received a plaque from the Radio-Television Committee of the Detroit Commission on Community Relations as "the Detroit broadcaster which has done the outstanding public service job of 1955 in the field of human relations." **WJLB Detroit** and **WCAR Pontiac, Mich.,** also were cited by the Committee.

"Mobile Units*" are important...

*We ought to know . . . we have a custom built model that's an engineer's delight.

But in Louisville . . .

WHAS-TV Programming pays off!

"WHAS-TV NEWS"
6:15—6:30 P. M.
Monday through Friday
(Market's only daily newscast with exclusive local newsreel.)

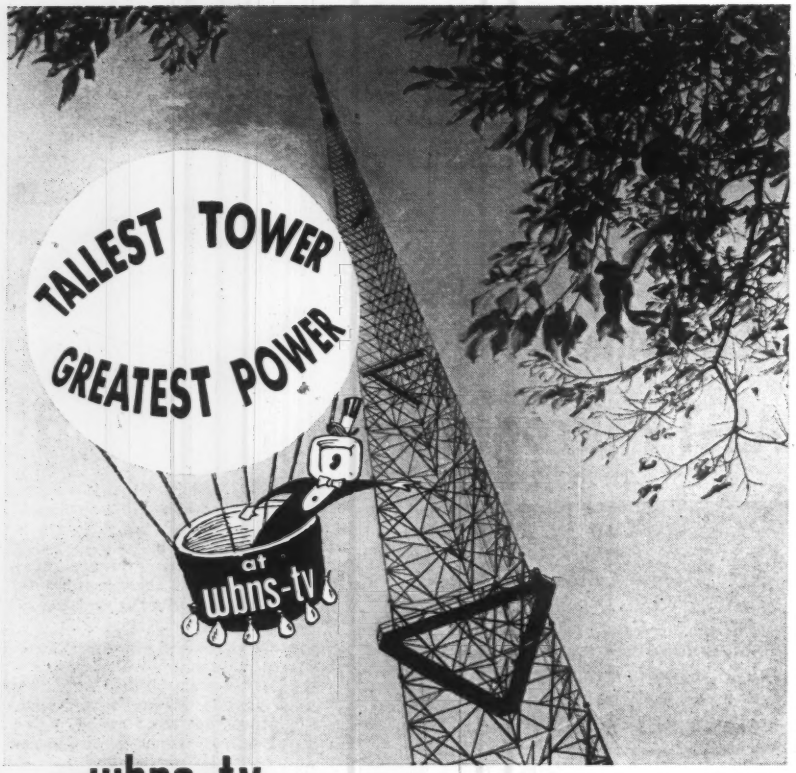
Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Represented Nationally by Harrington, Righter & Parsons,
Associated with The Courier-Journal & The Louisville Times

316,000 WATTS
WHAS-TV
Channel 11
LOUISVILLE, KENTUCKY

BASIC CBS-TV Network

Your Sales Message Deserves
The Impact of Programming of Character



wbns-tv rises to even greater power with this striking new tower . . . the tallest structure in Central Ohio and the second tallest self-supporting tower in the United States.

This new antenna system gives **wbns-tv** the ultimate height needed to cover the vast surrounding Central Ohio Counties, enables **wbns-tv** to expand its coverage, and amplify the strength of the signal throughout the huge present coverage area.

The new tower, especially designed for **wbns-tv** and erected on the premises is 1549 feet above sea level. Overall height of the new system is 839 feet above ground.

Thus, the new antenna with its radiated power of 219,000 watts, provides the most highly satisfactory pattern and offers the greatest possible powerful reception.

wbns-tv

COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

REPRESENTED BY BLAIR TV

MILTON KIEBLER

on all accounts

A BASIC AIM of Milton Lyman Kiebler, a vice president and media director of Benton & Bowles Inc., New York, during the 20 years he has spent with the agency has been to help the client get the most out of his advertising dollar.

As head of one of B&B's four media account groups, Mr. Kiebler operates as a self-confessed "double-headed, four-handed executive." With one head and two hands, he plans print media campaigns for such clients as Benton & Hedges (Philip Morris & Co.) and Continental Oil. Using the others he works with such tv shows as ABC-TV's *Down You Go* and *Ozzie and Harriet* for Western Union and Norwich Pharmacal Co., respectively.

The two heads are agreed, however, that both media have their own niches in advertising and that the cost is not half as important as the effect. Mr. Kiebler's "cost-and-effect" theory is best summed up in his disdain of the "cost-per-thousand" *modus operandi:* "Cheapness can't be equated with success. Were it so, we'd all be out of business to make room for an army of CPA's. You can't be strategical and analytical by keeping both eyes glued on the dollar mark."

Furthermore, Mr. Kiebler points at the "prohibitive" cost of tv as another factor in "making my job extremely tough. Launching a national tv campaign nowadays is tantamount to buying into the 'blue-chip' class. On the local level, tv does a helluva job with spots, but the mileage such a spot drive racks up can't make up for the loss in prestige and merchandising opportunities that you find in big network shows."

In the two decades he has been with B&B, Mr. Kiebler, who after graduation from the U. of Michigan (class of 1925) spent five years with Campbell-Ewald, Detroit, followed by another five years with Outdoor Service Inc., Chicago, has visited about every major market of 25,000 and more population in the 48 states. "My knowing the markets has been a tremendous blessing in a business that's so completely dependent on marketing."

The travels have meant an accumulation of transcontinental air miles and have given Mr. Kiebler little time to spend with his wife, the former Gertrude Feger, on their 8½ acres of peach, apple and pear orchards. Yet, from time-to-time, his Pundridge, N. Y., neighbors can hear him puttering among the trees on his "pride and joy," a new 6 h.p. Gravely tractor "which does just about everything except wake me up on Sundays."

Looking for coverage?...

look to wfmy-tv!

Make increased sales in the Prosperous Piedmont your New Years' resolution for 1956. And the best way to keep this resolution is with WFMY-TV . . . *basic* CBS for the entire Prosperous Piedmont section of North Carolina and southwest Virginia.

Telecasting with full 100,000 watts of power to more than 2 million people in this 46 county industrial gold-mine, WFMY-TV gives you coverage no other station dares claim. WFMY-TV is the *only* station that can spread your sales message over this entire $2.3 billion market.

To ring out the old, to bring in newer, even greater profits, call your H-R-P man today for the full story of WFMY-TV's coverage of the Prosperous Piedmont.

wfmy-tv
Channel 2
GREENSBORO, N. C.
Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

CBS
Now In Our Seventh Year

SOMETHING
BIG
IS ABOUT
TO HAPPEN
IN
WEST TEXAS

CBS
K-DUB stations

316,000 watts!
MOST POWERFUL TV IN WEST TEXAS
KDUB-TV
KDUB-AM WEST TEXAS' ONLY 24 HOUR RADIO
LUBBOCK, TEXAS
NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

our respects

to CYRUS HARRIS NATHAN

IT SEEMS a foregone conclusion in the trade that when Don Paul Nathanson initiated plans for a new agency, he engineered a lucky strike in the selection of his partner and co-owner to help guide the future course of North Adv. Inc.

Mr. Nathanson, who resigned as vice president of Weiss & Geller Inc., Chicago, opened the doors of North officially Dec. 1 with the bulk of Toni's advertising business.

The No. 2 man at North is Cyrus Harris Nathan, a youthful agency veteran who is credited, among other accomplishments, with devising the Lucky Strike tobacco auctioneer chant at Lord & Thomas nearly 20 years ago. With Mr. Nathanson at North, Mr. Nathan will be executive vice president.

Mr. Nathan previously was vice president and creative head on the Philip Morris account with Biow-Beirn-Toigo. He muses with a twinkle, "you know, every one of my agency associations has been with a former client." (When Mr. Nathan left Lord & Thomas to enter government service, he joined Sylvester (Pat) Weaver, his client and advertising manager of American Tobacco Co.; he left Foote, Cone & Belding because Ken Beirn, formerly his client at RCA, asked him to join his agency; and now he has joined Don Nathanson, former client, as advertising director of Toni Co.)

As a youth (he was born in Beirut, Lebanon, May 12, 1912) his main activity seemed to be travel. This was in line with the family pattern because Mr. Nathan's father was a member of the American Foreign Service, serving as American consul in Turkey, Italy, Mexico, and other diplomatic posts. At the age of five he moved with his family to Switzerland, then on to Palermo, Sicily, where he attended a Jesuit school, before finally coming to America.

In this country, young Cyrus attended the Chestnut Hill Academy at the age of 16 after a semester in a Lincoln (Neb.) high school. In 1930 he enrolled at the U. of Pennsylvania, serving as business chief of the college paper and majoring in political science. He was graduated with a Bachelor of Arts degree in 1934.

With an introduction supplied by his godfather, Cyrus Adler, Mr. Nathan obtained an interview with the immortal Albert Lasker, at Lord & Thomas—and was one of 10 college graduates selected for internships at the agency. He was assigned to help the account executive on the Schenley account.

It wasn't long before Cy Nathan came to the attention of the late Mr. Lasker when he offered a promotion idea for American Tobacco copy. He was promoted to assistant to the radio director on Lucky Strike when the *Hit Parade* was auditioned in April 1935. Mr. Nathan subsequently wrote scripts for the now well-established Lucky Strike program.

Cy Nathan was faced with the "important" decision of leaving the programming-writing end and going into contact and creative work. Serving first as an assistant account executive, he became the account executive on Lucky Strike radio and later on printed media. He remained at Lord & Thomas until 1942.

During the war years (1942-45) Mr. Nathan lent his talents to the staff of the Coordinator of Latin-American Affairs under Nelson Rockefeller, along with other L & T executives. He was dispatched to Chile, where he developed a number of programs designed to foster Chilean-American relations.

Upon his return, he joined Foote, Cone & Belding, and became widely known as an "idea man" for Emerson Foote. Within eight years he was elected vice president and member of the agency's plans committee in New York. He also handled the Pall Mall account (*Big Story* on radio) and worked on the Toni and Rheingold accounts. During the time he was account executive on Toni he first met Don Paul Nathanson.

In mid-1953 Mr. Nathan switched to Biow-Beirn-Toigo as a vice president and creative head on Philip Morris. He also put his creative talents to work on Procter & Gamble and other accounts.

Mr. Nathan will share with Mr. Nathanson the general responsibility for eight Toni products (Toni home permanent, Tip Toni, Prom home permanent, Tonette, Silver Curl, Spin curlers, Sofstyle curlers, Deep Magic lotion) with estimated overall billings approaching $10 million. North maintains offices at Room 1104 of the Merchandise Mart and part of its staff and mailing address at 430 N. Michigan Ave.

What makes a successful advertising campaign? Mr. Nathan says: "There are many logical and sensible advertising principles familiar to every agency man. Fundamentally it is the application of these basic rules on a day-to-day basis that helps you to build advertising that works. When a crystal clear central selling message has been defined, then that is the time to choose the media that is best suited to dramatize this message. Too many times the media is selected before the copy theme.

"Of the two, tv is certainly the glamour medium. On the other hand, in many cases, I have heard better selling messages on radio than I have seen used on tv. Using a medium to its full advantage is still the trick in our business."

Mr. Nathan and his wife, the former Maxine Gibney, have three children—Doris, 14, John 13 and Gibby 6. They live in the Chicago suburb of Winnetka. He collects old watches and is interested in photography.

"ge,y
e n r e a l-
& n t n w n i n e n . e e r n i n n O H r y s g g e o r r o g r e n a

3 Big Reasons Why

CHANNEL 3 MEMPHIS

has been worth waiting for!

1

At last viewers and advertisers alike are receiving the benefits of the choicest spot on the Memphis TV dial . . . *Channel 3,* WREC-TV . . . affording the ultimate in coverage and reception for the great $2 Billion Mid-South market.

2

WREC-TV brings to Channel 3 the standards of excellence and the "know-how" that have *consistently* kept WREC-Radio *Number 1* on Memphis radio survey after survey by Hooper, Pulse and S.A.M.S.!

3

With *WREC-TV* and *Channel 3* comes a full basic affiliation with the CBS Television Network. *No wonder, advertisers and viewers alike find Channel 3, WREC-TV, first choice in Memphis. See your Katz man soon!*

Operating with full power from an antenna which is the tallest man-made structure in the Mid-South.

WREC-TV

CBS TELEVISION

MEMPHIS, TENNESSEE

Represented Nationally by The Katz Agency

Advertisement

AMERICAN INTELLIGENCE AGENTS HELP SHAPE WORLD DESTINY

Espionage Agents, America's First Line of Defense

"SECRET AGENTS have molded our destiny," states the recent Funk & Wagnall publication, "War of Wits: Anatomy of Espionage and Intelligence."

Survival of any nation today, in the event of attack by an enemy power, may be directly in proportion to its advance "intelligence" or knowledge, of that enemy . . . disposition of land, sea and air power, hidden targets, weak points, concentration of physical resources, defenses, stamina of its people, intentions, plans, and capacities of its government.

The only way to stop another "Pearl Harbor" is to know when one is in the making — not at the moment when bombs drop, but before the enemy task force moves from the home base. The role of intelligence operations in preserving peace is spotlighted by former Deputy Head of Naval Intelligence, Admiral Ellis M. Zacharias. "A highly effective intelligence organization is an inescapable necessity as a preventative of war," he asserts. "Intelligence anticipates conflict . . . and . . . only intelligence makes possible a workable, fruitful diplomacy to prevent conflict."

Intelligence Saves Lives

One of hundreds of thrilling, dramatic examples of "intelligence" in action that have altered the path of history, occurred in the winter of 1942-3. When the battle of the Atlantic was least encouraging for the Allies, our agents reported new German experiments on an awesome acoustic torpedo to be guided by the sound of the target ship's propellers. Soon thereafter the survivors of a sunken U-boat were brought to Washington. After patient interrogation, a young American obtained from a German petty officer, the blueprints for the torpedo. Defenses were devised. The torpedo that the Germans thought would decide the battle of the Atlantic proved almost completely ineffective.

Because of security reasons, the most daring exploits of our brave agents remain "top secret."

Espionage Expert Reveals Secrets Opens Formerly "Classified" Files

LADISLAS FARAGO
The man who penetrated the intelligence services of the World's Great Powers!

THE SECRET PAPERS and daring exploits of the master spies and renowned intelligence directors of our day are revealed in the newly opened files of Ladislas Farago, famous author and authority on international intelligence.

This former Chief Analyst in the Office of Naval Intelligence, who served as special Consultant to our Joint Chiefs of Staff, has a thorough knowledge of the skills and methods of espionage and has gathered a vast accumulation of actual experiences in this field. Under the now-famous "Colonel Bell" pseudonym, he headed the secret "Desk X" in the post-war American espionage in Europe.

In his wartime positions, Farago personally met, talked with and studied the work of the world's leading intelligence experts.

Concerning Farago's qualifications as a master of intelligence, an O.N.I. Lieutenant Commander said of him: "I know of no one who remotely approaches him as an expert . . ."

A few of the men who have "opened up" to him include these master spies of World Wars I and II: Captain Franz von Rintelen, Chief of German Sabotage in U.S.; Colonel George Sosnowski, Polish Intelligence; Sir Paul Dukes, British Secret Service . . . and others.

His many books are required reading in intelligence services of all great powers . . . "War of Wits," "The Riddle of Arabia," etc.

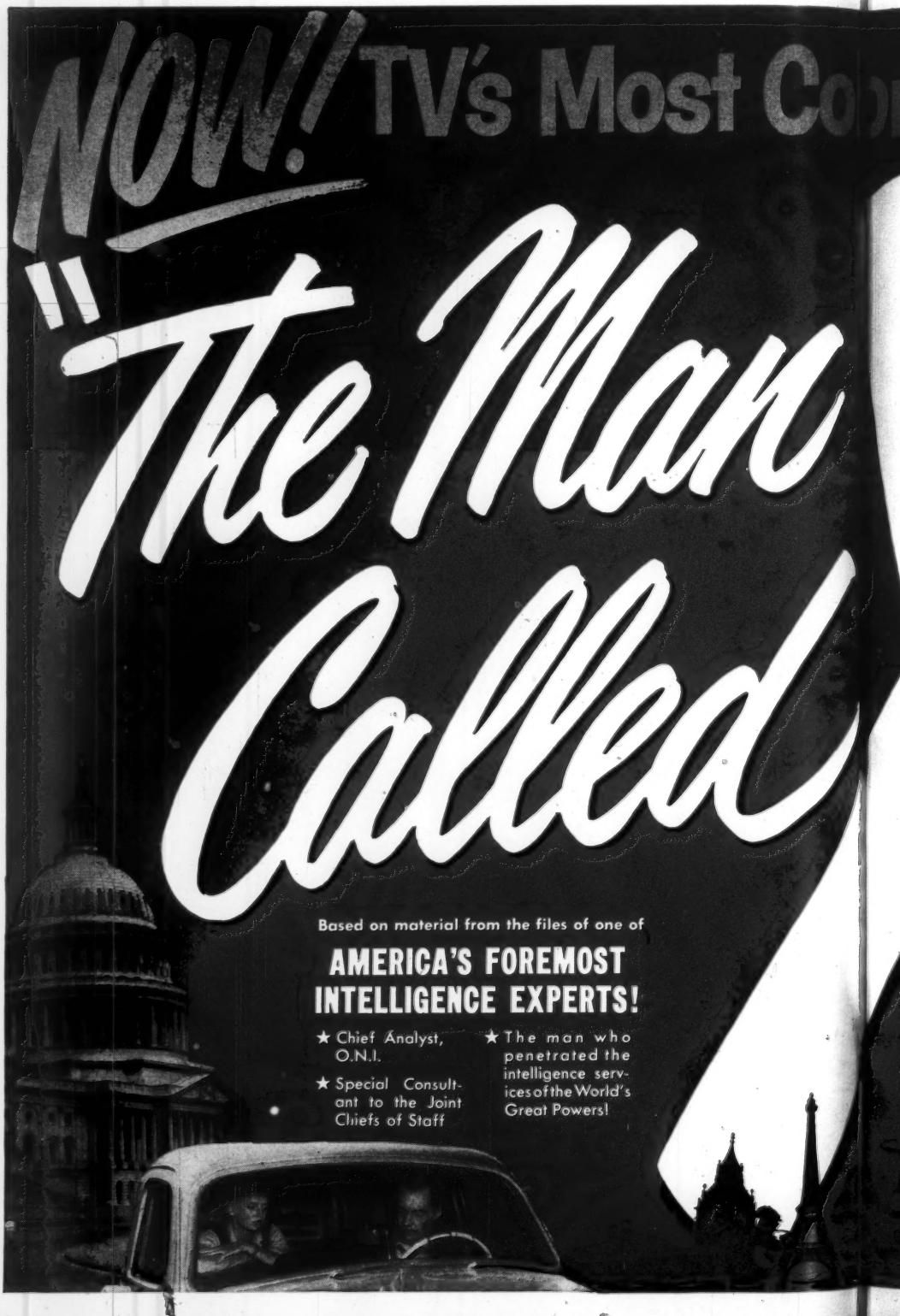
World Powers Spend Estimated $3 Billion Annually For "Intelligence"

THE HUGE EXPENDITURE by every nation for the international war of wits is concrete evidence that all are extremely aware of the need to know what is going on.

Once a year, on Budget Day in the House of Commons, the British Foreign and other Secret Services appropriations come to light. The 1954 figure of 3 million pounds, the highest in the history of British secret service, reveals only public funds alloted, whereas the bulk of Britain's intelligence budget comes from private sources.

Likewise, the budget of the U. S. Central Intelligence Agency is not known. Published estimates, however, run from $500 million to $800 million. The only allotment specifically designated for U. S. Army Intelligence is "Activity 2100" which includes "Activity 2131," secret intelligence. The $54,454.000.00 the U. S. Army requested for intelligence in the 1954-55 budget is but a fraction of C.I.A.'s top secret budget.

C.I.A. Director Allen Dulles estimates Russia's intelligence budget at two billion dollars annually for subversion alone, not including the cost of gathering information. *Advertisement*


NOW! TV's Most Co
"The Man Called
Based on material from the files of one of
AMERICA'S FOREMOST INTELLIGENCE EXPERTS!
★ Chief Analyst, O.N.I.
★ Special Consultant to the Joint Chiefs of Staff
★ The man who penetrated the intelligence services of the World's Great Powers!

C.I.A. VITAL TO U. S. POLICY MAKERS

Central Intelligence Agency Collects, Evaluates, "Classifies" International Secrets for Our Government Leaders

THE C.I.A. operates all over the world. But how many agents does it have? Technical experts? Spy instructors? Card index machines? Or even janitors? Not even Congress knows.

The New York World-Telegram & Sun, in an exhaustive article on the C.I.A. which appeared October 1, 1955, stated "Congress itself willed in 1947 that it should be kept in ignorance of practically everything about C.I.A. . . . for the obvious reason that even accidental revelation of any details . . . would be a 10-strike for foreign intelligence."

Created by the National Security Act in 1947, directly responsible to the National Security Council and through it, to the President, the Central Intelligence Agency, headed by Allen W. Dulles, is America's top-ranking intelligence operation.

It coordinates the activities of all other United States intelligence services . . . collecting, analyzing, interpreting it . . . and passing it on to the proper officials for action. C.I.A. is not a policy-making body.

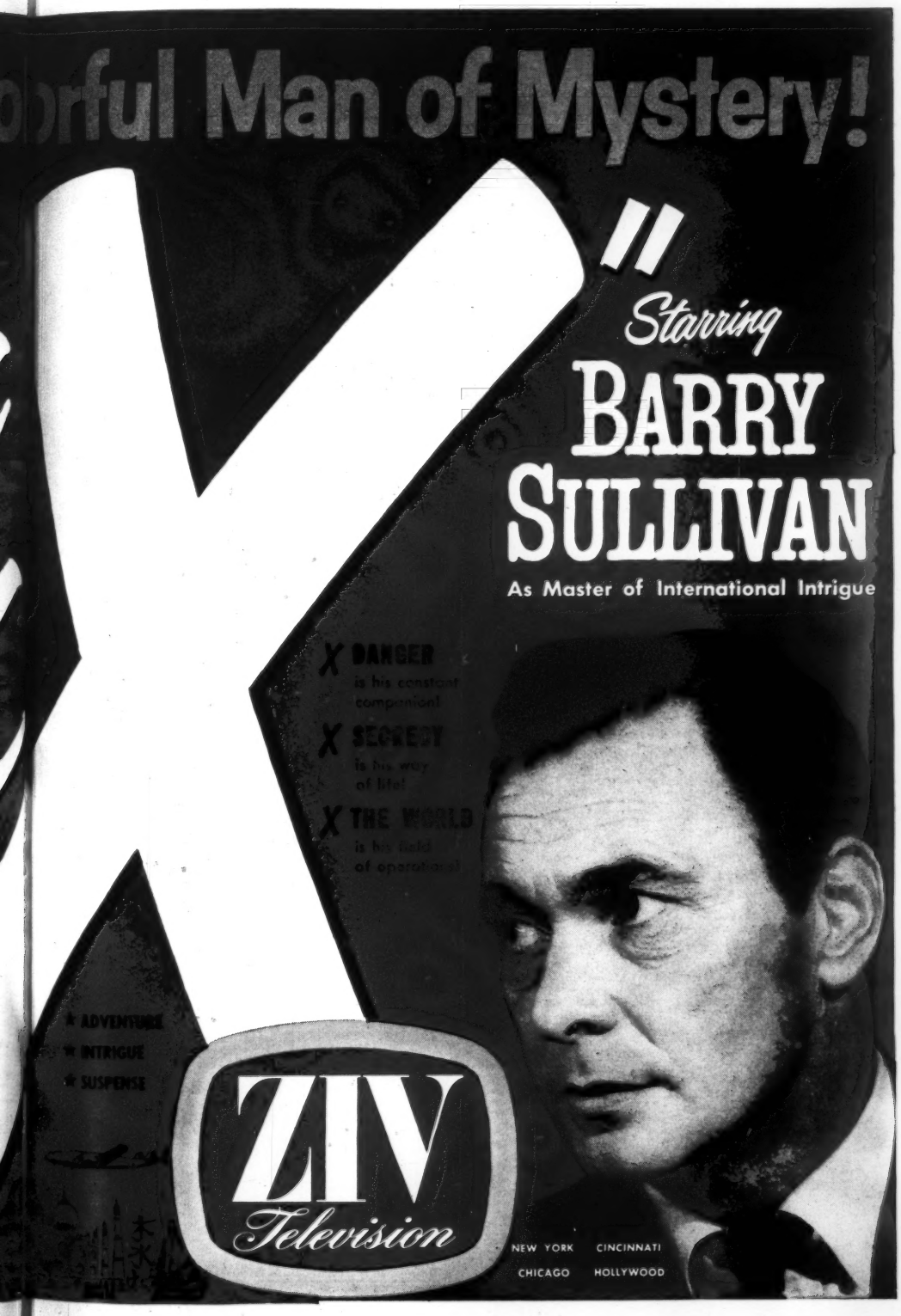
The C.I.A. staff of 30,000 includes Americans specially trained for hazardous espionage missions all over the world . . . nationals of friendly powers . . . or natives of nations under the C.I.A.'s scrutiny. Their identities are top-secret.

Espionage Training Rigorous

The C.I.A. conducts special and rigorous training in all the arts of espionage: How to contact another agent on a street corner, how to throw a tracker off the trail, how to smuggle out reports reduced by microphotography to the size and guise of a period at the end of a sentence, how to kill silently if killing should ever become necessary to protect a vital mission, how to avoid being killed.

The college graduate who takes on a C.I.A. assignment is told at the outset that he is putting his life on the line. The C.I.A. sends many agents behind the Iron and Bamboo curtains. By no means all of them come back.

C.I.A.'s budget is not known . . . but a published estimate puts it up to $800,000,000 yearly . . . a fraction of the estimated Russian expenditure of $2,000,000,000 yearly for intelligence operations.



SPY STORIES ALWAYS GREAT ENTERTAINMENT

TV Audiences Eager For Authentic, Documented TV Fare!

THE AMERICAN PUBLIC is becoming more and more discriminating in its selection of TV entertainment. It has learned to shun the phony fiction melodramas that are obviously the figments of some overly imaginative scriptwriters.

Today the average TV viewer's taste for dramatic entertainment has developed far beyond the "I'll watch anything as long as it's television" stage of some years ago. The most outstanding TV film series on the air today are based on authentic fact, technically supervised by experts . . . all featuring the adventures of great law-enforcement agencies in action.

This new era in television viewing is due in great part to the vast contributions made by the TV film producers, outstanding among whom is ZIV Television Programs, Inc. ZIV's "I Led 3 Lives," "Mr. District Attorney" and "Highway Patrol" are splendid examples of the type of authentic adventure shows that people are eager to watch.

Viewers want to see how their local, state and federal law enforcement agencies operate. MR. D. A. takes them behind the scene of local law enforcement agencies in action. HIGHWAY PATROL presents the experiences of state troopers in all 48 states. I LED 3 LIVES reveals experiences from the files of a counterspy for the F.B.I. Proof of the popularity of this type of entertainment is evident by the high audience ratings enjoyed weekly by these three top film programs in city after city.

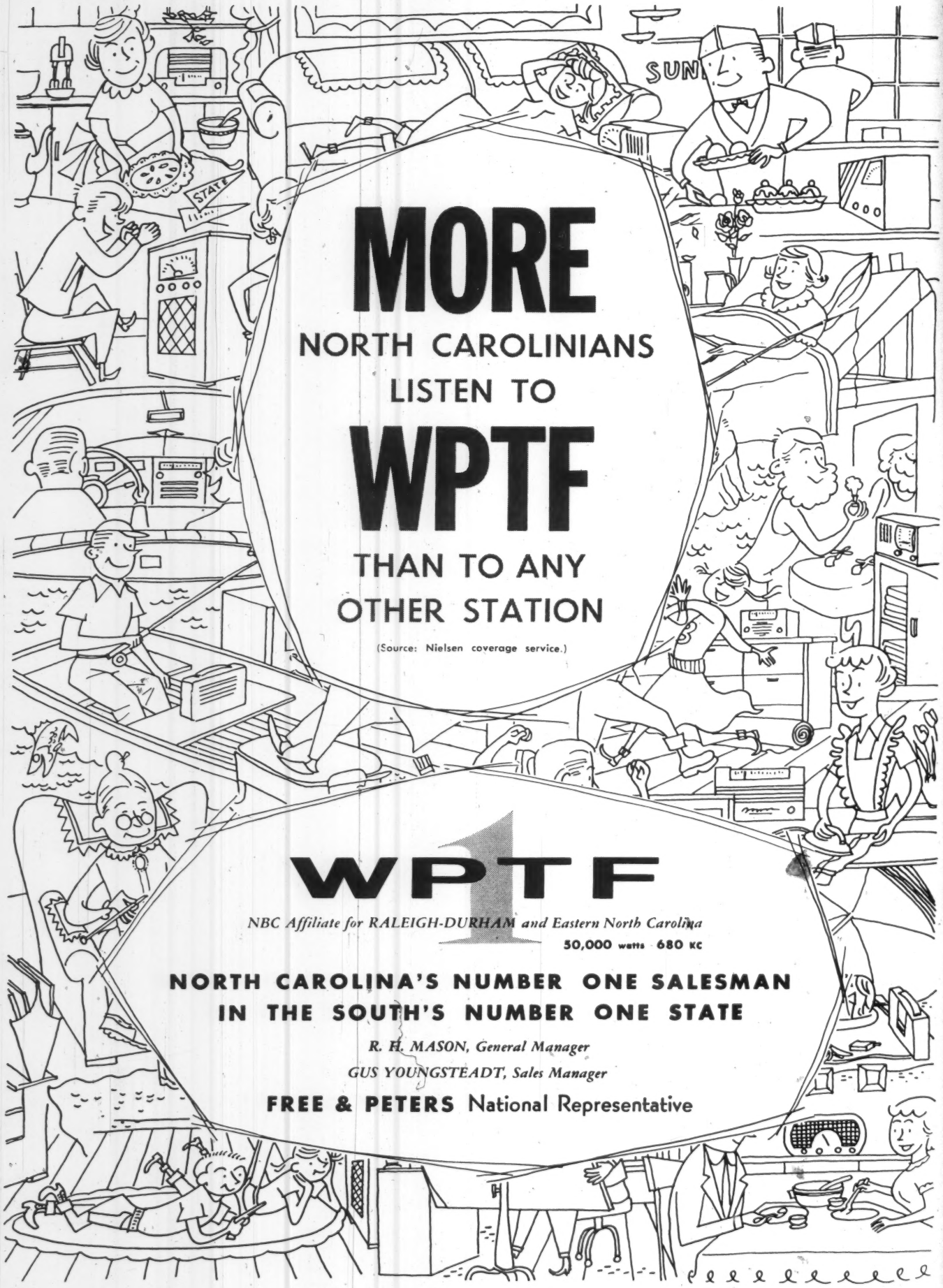
New TV Series Features International Law Enforcement

Now, in ZIV's newest "law enforcement" series "The Man Called X," the action is on a global basis. "The Man Called X" deals in authentic espionage and counter espionage activities in the world's capitals and the super-secret arenas of undercover diplomacy.

True-to-life spy stories have always had an irresistible attraction wherever presented . . . whether movies, books, radio, magazines or newspapers. For the first time advertisers can offer their customers TV entertainment dramatizing true spy stories based on material from the files of one of America's foremost intelligence experts.

Map-Making Data Vital

At present there are over 8,000 persons in the U. S. Army permanently engaged in this specialized intelligence activity. The Army's current annual expenditure for this vastly important phase of intelligence averages $40 million. *Adv.*



MORE

NORTH CAROLINIANS LISTEN TO

WPTF

THAN TO ANY OTHER STATION

(Source: Nielsen coverage service.)

WPTF

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 watts · 680 kc

NORTH CAROLINA'S NUMBER ONE SALESMAN IN THE SOUTH'S NUMBER ONE STATE

R. H. MASON, General Manager

GUS YOUNGSTEADT, Sales Manager

FREE & PETERS National Representative

BROADCASTING TELECASTING

January 9, 1956 Vol. 50, No. 2

MOTION PICTURE 'GOLD RUSH' TO FREE MANY FILMS FOR TV

UM&M TV Corp. buys Paramount shorts; CBS expected to complete momentarily deal with Terrytoons; National Telefilm Assoc. set to announce procurement of 30 features; Screen Gems compiling catalogue of 104 productions and announces $12 million budget.

THE motion picture industry's long-building "gold rush" on television was accelerated last week with these significant developments promising to free millions of feet of new product for tv stations, advertisers, and viewers:

• UM&M Tv Corp. announced the acquisition of Paramount Pictures' 1,600 short subjects library for about $3 million and reported it had "several million" in contracts before it had completed the purchase.

• CBS was expected to complete momentarily its negotiations with Terrytoons Inc. for outright purchase of the assets of the film animation company at a figure reported variously at $3 million to $5 million, paving the way for the network to become a threatrical as well as tv producer and distributor.

• National Telefilm Assoc. was set to announce over the weekend the procurement from various sources of 30 motion pictures for about $1.2 million to be released under the title of "TNT Package."

• Screen Gems Inc., in the midst of compiling a catalogue of 104 feature films for tv made available by its parent company, Columbia Pictures [AT DEADLINE, Jan. 2], announced its 1956-57 budget as a record $12 million, including new tv programs to be based on Columbia Pictures' literary properties.

An unusual twist to the rash of tv-motion picture activity was an announcement from RKO Teleradio Pictures Inc. that two completed RKO Radio Pictures productions, "The Conqueror" and "Jet Pilot," had been sold to Howard Hughes personally for $8 million in cash, plus an approximate additional $4 million to be paid out of Mr. Hughes' share of the proceeds from the distribution of the films, which will be handled by RKO Radio. Last July, Mr. Hughes sold RKO Radio Pictures, including studio facilities and its film library, to General Teleradio, which now is a division of RKO Teleradio Pictures, for $25 million. A few weeks ago, the RKO library of 740 feature films and 1,000 short subjects was sold to C & C Super Corp., New York, for $15.2 million [B•T, Jan. 2].

UM&M, under its contract with Paramount, may rent the short subjects library for television use throughout the world and for theatre showings outside the U. S. and Canada. The films, produced in black and white and color, have sound tracks in French, Italian, Spanish, German, Japanese and Portuguese, in addition to English. Charles Amory, UM&M Tv president, confirmed reports that the transaction had been financed through pre-selling contracts covering the down payments. He said the company has plans for a stock issue to raise additional finances.

The library includes Paramount's output produced and released through September 1950. Included in the library are packages of Betty Boop, Little Lulu, George Pal Puppetoons, Noveltoons and Screen Songs cartoons, in addition to a group of Robert Benchley comedies, Grantland Rice Sportlights and travelogues. The library also contains musical short subjects, featuring George Jessel, Ruth Etting, Bing Crosby, Eddie Cantor, Ethel Merman, Cab Calloway and Duke Ellington.

In addition to the immediate acquisition of the 1,600 short subjects, Mr. Amory said, UM&M Tv Corp. has been granted first option rights on any short subjects and cartoons Paramount pictures may produce and release to tv in the future.

UM&M Tv Corp., organized in 1953, is owned by three companies—Minot Tv, New York; United Film Service, Kansas City, and Motion Picture Advertising Service, New Orleans. The latter two organizations supply filmed advertising announcements for showing in theatres. Minot Tv, headed by Mr. Amory, is a tv film distribution company.

As part of its projected deal with Paul Terry, owner of Terrytoons Inc., New Rochelle, N. Y., CBS would acquire more than 1,100 cartoons, including "Mighty Mouse," "Heckle and Jeckle," "Dinky the Duck," and "Farmer Alfalfa," plus the merchandising rights to the characters.

It was learned by B•T that CBS plans to use a portion of the cartoons on the *Captain Kangaroo* morning show and make the remainder available for syndication through CBS-TV Film Sales as 15-minute and half-hour cartoon series. The network also plans to use the Terrytoons studios as a production source for new cartoons to be offered to theatres as well as to television.

The package of 30 feature films, which National Telefilm Assoc. has assembled, was acquired from such diverse sources as Universal Pictures, independent producers Harry Popkin and Ilya Lopert, and several British and Italian producers. An NTA spokesman said the package will be offered to tv stations immediately, and pointed out that one sale to a mid-west tv station had been completed before NTA had made the films available officially.

The eight films from Universal are "Hellzapoppin," "The Boys From Syracuse," "Pardon My Sarong," "See My Lawyer," "The Ghost Catchers," "Butch Minds the Baby," "Crazy House," and "Tight Shoes." Other pictures include "Stranger on the Prowl," with Paul Muni and Joan Lorring; "Guest Wife," with Claudette Colbert and Don Ameche; "It's in the Bag," with Jack Benny, Fred Allen and Robert Benchley, and "Court Martial," with David Niven, still in theatrical release. In addition, NTA will put the remake of "Bill of Divorcement," with Adolph Menjou and Maureen O'Hara, into this package.

Screen Gems' plans were disclosed at a news conference in New York Thursday, at which a presentation, titled "The Screen Gems Story," was made before members of the trade press. Ralph Cohn, executive vice president, and John H. Mitchell, vice president in charge of sales, outlined an extensive 1956-57 pro-

PROSPECTORS IN THE 'GOLD RUSH'

AMORY TERRY LANDAU COHN O'NEIL

THESE MEN made this news last week in tv film dealings. Before completing purchase of Paramount shorts, UM&M Tv Corp. President Charles Amory said his firm has "several million" in distribution contracts. The CBS deal with Paul Terry for Terrytoons Inc. is expected to involve more than $3 million, and National Telefilm Assoc., of which Ely Landau is president, plans "TNT Package." Screen Gems Executive Vice President Ralph Cohn announced a record film budget, and Thomas F. O'Neil, president of RKO Teleradio Pictures, sold two films for $12 million.

duction budget, which Mr. Cohn believed would "run at least to $12 million and maybe more".

Mr. Cohn said the company plans to continue production on nine program series currently on television, and has "hopes" of producing 13 additional series. He explained that "pilot" films will be made on these latter series, and the company is "optimistic" about their prospects for appearing on tv. The new half-hour series planned by Screen Gems, he said, are *Circus Boy, The Criminal Code, You Can't Take It With You, I Shoot the News, Mystery Writer's Theatre, Emergency, The Web, Tales of the Bengal Lancers, Prowl Car, After Dark, The New York City Story,* and *Best Seller of the Week.*

Aside from these half-hour series, Mr. Cohn continued, Screen Gems plans to produce a series of 60- or 90-minute dramatic "spectacular" programs, based on properties owned by Columbia Pictures. As examples, he cited "The American Way," by George S. Kaufman and Moss Hart; "Valley Forge," by Maxwell Anderson; "The Secret Marriage," by Kathleen Norris; "With This Ring," by Laura Z. Hobson, and "Both Your Houses," by Maxwell Anderson.

Mr. Mitchell reported that he had received "about 75 telephone calls" from managers of tv stations throughout the country, asking for details about the Columbia Pictures library of 104 feature films, which will be released through Screen Gems. He told newsmen that it has not yet been determined which of Columbia's Pictures will be included in the library, but said an announcement would be made in a few weeks, including "a unique sales plan."

Printed material distributed by Screen Gems at the news conference listed the titles of six motion pictures which Columbia was to release to tv for one-time only national use. It was explained by Mr. Mitchell that the printed material was compiled before Columbia Pictures decided to make the 104 films available to tv, and officials did not have time to delete the titles. He said these films may or may not be in the Columbia tv package. The films are: "The Awful Truth," with Irene Dunne and Cary Grant; "You Were Never Lovelier," with Fred Astaire and Rita Hayworth; "Mr. Smith Goes to Washington," with Jean Arthur and James Stewart; "Cover Girl," with Rita Hayworth and Phil Silvers; "Here Comes Mr. Jordan," with Robert Montgomery and Claude Rains and a "A Song to Remember," with Paul Muni and Merle Oberon.

Mr. Cohn said there was no substance to a report that the Ford Motor Co. was negotiating with Screen Gems for ten motion pictures in the Columbia library for presentation as tv spectaculars.

The RKO Teleradio Pictures transaction, which appears to be a financial coup for that organization, was disclosed at a news conference in New York Thursday by Thomas F. O'Neil, president of the parent company and General Teleradio. On the basis of the eventual delivery of $15.2 million from C & C Super and the $12 million from Mr. Hughes, RKO Teleradio Pictures will more than recoup its $25 million investment in RKO Radio Pictures, not counting other considerations. These include its rights to exclusive first-run network or national showing in all domestic markets for 150 selected feature films from the RKO library and the exclusive tv rights to the entire library for the six markets where General Teleradio-owned stations are located.

Mr. O'Neil said the decision to sell "The Conqueror" and "Jet Pilot" was made to acquire cash funds to "plow back" into the production of motion pictures.

Mr. O'Neil reported that plans were being formulated for the sale of the RKO films on GT's owned stations, as well as for the national or network sale of the 150 films, but said he could give no details at this time. In reply to a question, Mr. O'Neil indicated that the operations of GT's film division would be curtailed under the current organizational structure.

He answered another question on the financial status of General Teleradio by pointing out that "the bookkeeping" in the overall structure of RKO Teleradio Pictures is "involved," but said that GT earned a net profit of about $5 million in 1955.

ADVERTISERS & AGENCIES

D'ARCY ADV. GETS PACKARD ACCOUNT

Auto manufacturer shifts $6 million budget from Ruthrauff & Ryan. On the other side of the ledger, D'Arcy loses the Bayuk cigars account to three other agencies.

PACKARD DIV. of Studebaker-Packard Corp. announced last week that it has appointed D'Arcy Adv. Inc., New York, St. Louis and Detroit, as its agency, effective April 1. Currently handled by Ruthrauff & Ryan Inc., Packard has an estimated advertising budget of more than $6 million, of which about one-third is spent in radio-tv. The account will be under direct control of Robert M. Ganger, D'Arcy chairman, and Frank C. Weber, vice president, located in New York; Tom Carpenter will supervise merchandising and creative work, also in New York, and Kent Lee will head up similar work in D'Arcy's new Detroit office. Packard alternates sponsorship with Studebaker of *Tv Readers Digest* on ABC-TV, Mondays, 8-8:30 p.m. EST.

Bayuk Cigars Inc., Philadelphia, which has been serviced by D'Arcy Adv., New York, for the past year, has named three new advertising agencies to handle its various brands, it was announced last week by Harry P. Wurman, president.

Agencies are Al Paul Lefton, New York & Philadelphia, for Phillies and Webster; Feigenbaum & Werman, Philadelphia, to continue handling of Royalists, and Greenshaw & Rush, Memphis, to service John Ruskin and Melba cigars.

The agency appointments were part of a Bayuk sales reorganization, and included promotion of E. Archie Mishkin to executive vice president, continuing as general manager, in addition to his other duties; Bernard Sless, promoted to assistant general sales manager, responsible for all sales and merchandising, and John P. McDonald continuing as branch general sales manager, responsible for sales in all factory branch operation.

Seven field sales managers were appointed, reporting to Mr. Sless. They are Wallace P. Wolf, eastern sales manager; Leo M. Tighe, Pennsylvania-New York; Edward Enners, northeastern; George P. Cummins, midwestern; Monte Folz Jr., midsouth; Hardin L. May, southwestern, and John McEwen, western. Ernest Freund was named director of sales promotion and merchandising, and Douglas Buchanan takes over as sales administrator.

Mr. Mishkin said the reorganization was in line with "Bayuk's determination to streamline every phase of sales, merchandising and advertising in 1956. Our immediate plans are for a vigorous campaign on all brands in as many markets as can be economically reached. We believe that this new program, under Mr. Sless' capable management, will help Bayuk reach new highs in sales volume during 1956."

Whitehall Names Bates

WHITEHALL Pharmacal Co., N. Y., has named Ted Bates Inc., N. Y., to handle the tv portion of Anacin and all media activity of Whitehall's Preparation H, effective April 1. Both accounts currently are handled by Biow-Beirn-Toigo Inc., N. Y.

JWT Gets Johnson Motors

J. WALTER THOMPSON Co., Chicago, has been appointed to handle the $1 million-plus advertising account of Johnson Motors, a division of Outboard Marine & Mfg. Co., it has been announced. The account was shifted effective Jan. 1 after 32 years with Lamport, Fox, Prell & Dolk, South Bend, Ind., which has completed the firm's advertising campaign for fiscal 1956, according to William Jonas, sales and advertising director.

DOUBLE handshakes are in order as Bankers Life & Casualty Co. of Chicago (White Cross Plan) signs a 26-week pact for weekly Paul Harvey news broadcasts on ABC Radio. Ernest M. Walker (seated), director of ABC Radio Central Div., extends congratulations to Mr. Harvey (l) and Frank Baker, vice president of Grant, Schwenck & Baker (which handles account), while Miss Betty Armstrong, the agency's media director, beams approval. Bankers is sponsoring the newscasts, Sun., 5:15-30 p.m., which began Jan. 1.

Dixie Agency Now Godwin

GODWIN Advertising Agency is the new name for Dixie Advertisers, Jackson, Miss., it has been announced by George W. and Eugenia B. Godwin, partner-owners.

The change in name, coming almost 19 years after the firm was founded, does not bring any change in ownership, management, address, personnel or policies, according to the Godwins. In addition to headquarters in Jackson, the firm has an office in New Orleans.

Bergmann, Lindquist To McCann-Erickson

TED BERGMANN, director of Allen B. DuMont Labs Electronicam Services, and Lansing Lindquist, vice president in charge of radio-tv, Ketchum, MacLeod & Grove, Pittsburgh, will join McCann-Erickson Inc., New York, next Monday as vice presidents and associate radio-tv directors [CLOSED CIRCUIT, Jan. 2], Terence Clyne, agency management director of tv-radio, announced Wednesday.

Both Mr. Bergmann and Mr. Lindquist held top-level broadcasting positions during World War II. Mr. Bergmann as second in command of SHAEF radio public relations under Gen. Eisenhower, and Mr. Lindquist as radio public relations officer for Gen. Douglas MacArthur in the Pacific. After the war, Mr. Lindquist joined Ketchum, MacLeod & Grove, supervising the agency's broadcasting activities for Westinghouse Electric Corp. (now a M-E client), while Mr. Bergmann joined DuMont Tv Network in the programming department, rising to managing director until the network ceased operation last year.

MR. LINDQUIST MR. BERGMANN

Three Buy on 'Film Festival'

SIGNING of Colgate-Palmolive Co., Glamorene Inc. and Lewis-Horne Co. for participations in ABC-TV's *Famous Film Festival* (Sun., 7:30-9 p.m. EST) was announced last week by Charles Abry, national sales manager of ABC-TV. Colgate-Palmolive Co. (dental cream), Jersey City, through Ted Bates & Co., New York, has bought one participation each week through March 25, starting Jan. 1; Glamorene Inc. (rug shampoo), New York, through Product Services Inc., New York, one participation weekly for 26 weeks, starting Feb. 5, and Lewis-Horne Co. (Tums), St. Louis, through Dancer-Fitzgerald-Sample, New York, four participations during January and February.

Inspection Invited

THIRTY-ONE categories of advertising agency forms have been collected by the League of Advertising Agencies and are available for examination by any qualified agency executive at League headquarters, 220 W. 42d St., New York. Among the printed forms in the League files are allocatable expense records, advertising space schedules, space record cards, client-agency contracts, conference reports, spot tv and radio broadcast orders, quotation and estimates and time sheets.

Detroit Sales Up 25% For Last Week of 1955

DEPARTMENT store sales in Detroit for the week ended Dec. 31 were 25% over the same 1954 week as the city's newspaper strike ended its first full month, according to figures supplied by the Federal Reserve Board.

The increase in newspaperless Detroit for the month of December was 14% over last year compared to 13% in the Seventh Federal Reserve District. For the entire United States, the December increase was 10%. The U. S. gain for the week ended Dec. 31 was 11%.

The Reserve Board found that Detroit department stores wound up the year with an increase of 13% over 1954 compared to 8% for the entire Seventh District. Detroit had the best 1955 record in the district. The board's summary of department store trends follows:

"Sales at Seventh District department stores during all 1955 exceeded previous year's figures by 8%. The gains ranged from 3% in Milwaukee to 13% in Detroit for whole year. District figures for week ending Dec. 31 topped year by 18%, reflecting in part the relatively depressed department store business in 1954 week (Dec. 31). For four weeks ending Dec. 31, district sales ran 13% ahead of same period last year."

Cantwell, Cooke, Mitchell Promoted By Compton Adv.

COMPTON Adv., New York, has elected John Cantwell, Paul Cooke and C. Stuart Mitchell, all account executives on Procter & Gamble, as vice presidents of the agency.

All three executives began their advertising careers at the agency. Mr. Cantwell joined Compton in 1949. Following three years in the merchandising department, he moved to the account division.

Mr. Cooke started in Compton's production department seven years ago and moved into the account group shortly thereafter.

Mr. Mitchell, with the agency 10 years, spent five years in research, was recalled by the Army for special assignment and then returned to Compton as a member of the account section.

Food, Toiletries Firms Add Morning Time on ABC Radio

TWO major food and one toiletries firms have increased their purchases on ABC Radio's morning programming block, Don Durgin, ABC Radio vice president, announced Thursday.

Bristol-Myers Co., currently sponsoring the *Breakfast Club* Wednesday and Friday, 9:55-10 a.m. EST for Cream deodorant, through Doherty, Clifford, Steers & Shenfield Inc., New York, and the Mon.-Wed.-Fri., 9:40-9:45 a.m. EST segment for Bufferin, through Young & Rubicam Inc., added the Monday, 9:55-10 a.m. EST slot to its Cream deodorant sponsorship, effective Jan. 2.

General Foods Corp., for Calumet, began sponsoring the Tues., 9:25-9:30 a.m. segment of *Breakfast Club* Jan. 3 in addition to its sponsorship of the Mon.-Fri., 9:45-9:50 a.m. *Breakfast Club* slots for Postum. Both products are handled through Young & Rubicam Inc., New York.

The Dromedary Co., division of Nabisco, already backing the Tuesday-Thursday, 10:30-10:45 a.m. segments of *When A Girl Marries*, has added the Wednesday portion of the same program to its schedule, through Ted Bates & Co., New York.

LATEST RATINGS

NIELSEN

Top Television Programs
Two Weeks Ending Dec. 10, 1955
Number of Tv Homes Reached (000)

(†) Total Audience

Rank	Rating
1. 64,000 Dollar Question (CBS)	16,171
2. Ed Sullivan Show (CBS)	15,467
3. I Love Lucy (CBS)	15,399
4. Disneyland (ABC)	14,695
5. Jack Benny Show (CBS)	14,359
6. Dragnet (NBC)	12,749
7. You Bet Your Life (NBC)	12,615
8. December Bride (CBS)	12,380
9. Calvalcade of Sports (NBC)	11,944
10. Chevy Show (NBC)	11,910

(‡) Average Audience

1. 64,000 Dollar Question (CBS)	15,098
2. I Love Lucy (CBS)	14,628
3. Ed Sullivan Show (CBS)	12,883
Jack Benny Show (CBS)	12,883
5. Dragnet (NBC)	11,944
6. Disneyland (ABC)	11,843
7. You Bet Your Life (NBC)	11,608
8. December Bride (CBS)	11,508
9. The Millionaire (CBS)	11,105
Ford Theater (NBC)	11,105

Percent of Tv Homes Reached*

† Total Audience

1. 64,000 Dollar Question (CBS)	50.5
2. Ed Sullivan Show (CBS)	48.6
3. I Love Lucy (CBS)	47.3
4. Jack Benny Show (CBS)	45.6
5. Disneyland (ABC)	45.4
6. December Bride (CBS)	39.3
7. Dragnet (NBC)	38.9
8. You Bet Your Life (NBC)	38.6
9. Cavalcade of Sports (NBC)	37.8
10. The Millionaire (CBS)	37.8

‡ Average Audience

1. 64,000 Dollar Question (CBS)	47.2
2. I Love Lucy (CBS)	44.9
3. Jack Benny Show (CBS)	40.9
4. Ed Sullivan Show (CBS)	40.5
5. Disneyland (ABC)	36.6
December Bride (CBS)	36.6
7. Dragnet (NBC)	36.5
8. You Bet Your Life (NBC)	35.6
9. The Millionaire (NBC)	35.5
10. I've Got a Secret (CBS)	34.8

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.
* Percented ratings are based on TV homes within reach of station facilities used by each program.

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VIDEODEX

Top 10 Programs
Dec. 1-7, 1955

Name of Program	Cities	Tv Homes %
1. The $64,000 Question (CBS)	157	37.8
2. I Love Lucy (CBS)	149	35.0
3. Climax (CBS)	131	33.3
4. Dragnet (NBC)	155	32.2
5. George Gobel (NBC)	149	31.2
6. Disneyland (ABC)	175	31.0
7. Ed Sullivan Show (CBS)	147	30.9
8. You Bet Your Life (NBC)	154	30.6
9. Four Star Playhouse (CBS)	110	30.2
10. Chevy Show (NBC)	144	30.0

Name of Program	Cities	Tv Homes (000's)
1. The $64,000 Question (CBS)	157	14,192
2. I Love Lucy (CBS)	149	12,350
3. Disneyland (ABC)	175	11,842
4. Climax (CBS)	131	11,801
5. Dragnet (NBC)	155	11,702
6. Ed Sullivan Show (CBS)	147	11,286
7. You Bet Your Life (NBC)	154	10,923
8. George Gobel (NBC)	149	10,897
9. December Bride (CBS)	169	10,679
10. Chevy Show (NBC)	144	10,595

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Aerotrain Ads To Be Aired

NEW YORK CENTRAL will advertise its new lightweight aerotrain in broadcast and printed media this spring when the train begins regular passenger service between Chicago and Detroit.

The railroad plans to promote the passenger service in its radio and tv programs in both Chicago and Detroit, though advertising plans have not been worked out yet, according to Clifford Ramsdell, advertising director. Copy will stress the benefits of rail travel. Agency is J. Walter Thompson Co., New York.

COLORADO—SOUTH CAROLINA—VIRGINIA—WEST VIRGINIA

OFFICIAL tabulations of retail sales by counties for the calendar year 1954 are now being released by the U. S. Census Bureau. These preliminary data, subject to revision in the final report on the bureau's 1954 Census of Business, are the most reliable figures available on the amount of retail business in counties of the U. S. and are based on stores with paid employment that did a business of $2,500 or more in 1954.

Reports on Delaware, District of Columbia and Maryland were carried Nov. 21; Florida and North Carolina were in Nov. 28 B•T.

Sales include total receipts from customers after deduction of refunds or allowances for merchandise returned by customers. They include local and state sales taxes or federal excise taxes collected by the store directly from customers as well as gasoline, liquor, tobacco and other taxes paid by manufacturer or wholesaler and passed on to the retailer. The figures do not include retail sales by manufacturers, wholesalers, service units and others not primarily engaged in retail trade. They do, however, include retailers' service receipts, sales to industrial users and to other retailers.

Copies of complete reports for each state, covering counties and cities, can be obtained for 10 cents each or $4 for all reports, from Bureau of the Census, Washington 25, D. C.

COLORADO:

County	Total Sales all establishments ($1,000)	Food stores sales ($1,000)	Eating, drinking places sales ($1,000)	General merchandise group sales ($1,000)	Apparel, accessories stores sales ($1,000)	Furniture, home furnishings, appliance dealers sales ($1,000)	Automotive group sales ($1,000)	Gasoline service stations sales ($1,000)	Lumber, bldg. matls., hardware, farm equipment dealers sales ($1,000)	Drug stores, proprietary stores sales ($1,000)	Other retail stores sales ($1,000)	Nonstore retailers sales ($1,000)
Adams	38,105	8,062	3,389	830	1,463	1,287	6,070	6,196	5,207	2,343	2,672	586
Alamosa	11,798	2,619	714	2,209	242	397	2,302	1,066	1,236	390	499	124
Arapahoe	82,729	25,663	4,435	6,702	1,780	5,084	17,639	6,128	6,628	3,131	3,844	1,695
Archuleta	2,505	392	170	455	(D)	....	(D)	316	201	(D)	232	....
Baca	5,239	925	186	182	(D)	(D)	(D)	816	1,087	229	483	(D)
Bent	5,103	1,281	298	274	(D)	199	1,541	453	611	(D)	205	....
Boulder	57,053	13,024	3,648	2,716	3,697	3,297	10,386	4,832	7,306	2,260	5,486	401
Chaffee	8,938	1,996	859	467	258	407	2,104	982	1,050	223	592	....
Cheyenne	2,464	613	298	(D)	....	(D)	338	370	356	156	177	....
Clear Creek	4,304	643	1,222	282	(D)	144	953	533	(D)	144	(D)	....
Conejos	4,105	740	307	665	....	....	940	702	333	203	215	....
Costilla	1,652	159	46	629	(D)	....	....	248	(D)	(D)	134	....
Crowley	2,890	525	85	172	(D)	....	1,184	(D)	538	(D)	209	....
Custer	538	216	61	(D)	(D)	....	....	....	(D)	140	(D)	....
Delta	13,020	3,424	547	1,129	614	365	2,400	845	1,996	487	1,183	30
Denver County (coextensive with Denver city)	696,384	137,999	50,988	101,810	40,070	39,542	135,168	34,659	35,254	34,619	48,817	37,458
Dolores	1,121	(D)	174	....	....	....	(D)	(D)	220	(D)	44	....
Douglas	3,660	584	538	(D)	(D)	57	1,373	538	271	(D)	84	(D)
Eagle	2,775	815	226	126	(D)	(D)	(D)	274	223	172	474	....
Elbert	1,618	555	75	89	....	....	....	285	132	360	(D)	....
El Paso	134,087	26,870	10,684	9,769	9,382	8,100	22,294	10,972	16,840	5,435	12,265	1,476
Fremont	14,873	3,381	1,101	941	553	793	2,792	2,069	1,249	527	1,449	18
Garfield	13,961	2,678	1,441	1,044	488	270	3,268	1,203	1,999	646	(D)	(D)
Gilpin	835	112	332	....	....	(D)	....	124	(D)	(D)	141	....
Grand	5,482	895	991	385	(D)	80	836	658	774	400	(D)	....
Gunnison	5,704	1,319	544	287	277	302	784	1,015	(D)	(D)	256	....
Hinsdale	100	....	(D)	....	....	....	....	....	....	....	(D)	....
Huerfano	6,392	1,820	717	456	116	95	1,223	973	329	(D)	336	(D)
Jackson	1,584	(D)	207	(D)	....	....	(D)	192	123	(D)	68	....
Jefferson	70,220	25,108	5,042	1,902	762	2,389	15,540	5,520	5,727	3,189	4,585	456
Kiowa	3,221	948	203	227	39	....	(D)	760	514	101	(D)	....
Kit Carson	8,679	1,449	521	460	162	(D)	1,365	707	2,017	382	(D)	....
Lake	7,986	2,031	820	(D)	(D)	111	1,143	748	(D)	(D)	514	....
La Plata	20,058	4,452	1,101	1,654	717	952	4,486	1,803	2,496	604	1,731	62
Larimer	48,345	10,636	3,293	3,668	2,179	2,455	9,939	3,560	6,276	1,804	4,347	188
Las Animas	15,660	3,358	1,382	2,783	653	462	2,826	1,465	996	495	1,150	90
Lincoln	7,540	888	579	(D)	233	(D)	1,147	1,343	1,102	312	1,759	(D)
Logan	27,094	4,805	1,505	2,338	984	1,697	5,623	2,989	2,915	705	3,396	137
Mesa	53,004	11,263	2,692	4,423	2,242	3,075	11,320	3,183	8,134	1,630	4,800	242
Mineral	425	(D)	59	(D)	....	....	....	123	(D)	....	....	....
Moffat	8,186	1,779	959	464	241	(D)	1,045	802	1,127	262	(D)	....
Montezuma	13,159	2,622	962	1,418	237	318	4,197	1,166	1,280	484	303	172
Montrose	14,768	3,320	863	1,429	480	826	2,239	1,694	1,938	670	1,269	40
Morgan	27,478	5,686	1,919	1,512	1,055	1,410	5,363	2,117	5,872	1,005	1,517	22
Otero	23,214	6,521	1,628	2,136	1,235	1,311	3,957	1,735	2,667	804	878	342
Ouray	1,383	363	115	157	....	....	....	222	138	208	(D)	(D)
Park	1,525	293	320	317	....	....	(D)	289	....	(D)	(D)	....
Phillips	6,806	1,371	263	(D)	(D)	118	1,916	188	1,452	284	867	....
Pitkin	2,179	320	499	(D)	(D)	(D)	(D)	(D)	(D)	(D)	478	....
Prowers	15,971	2,960	1,200	1,097	595	(D)	3,471	2,271	2,495	625	795	(D)
Pueblo	97,606	25,590	7,255	9,243	6,282	6,144	19,920	5,526	6,995	2,840	6,451	1,360
Rio Blanco	4,734	1,191	245	(D)	(D)	....	1,122	352	799	268	430	....
Rio Grande	10,808	2,632	541	1,095	146	302	1,697	1,034	1,271	441	1,649	....
Routt	5,904	1,587	275	612	(D)	140	1,153	722	375	310	(D)	....
Saguache	2,725	447	(D)	250	(D)	....	725	430	428	189	82	....
San Juan	511	169	59	....	....	....	(D)	73	(D)	(D)	40	....
San Miguel	1,690	346	154	165	(D)	....	612	(D)	(D)	(D)	200	....
Sedgwick	6,536	1,116	349	627	(D)	263	1,770	268	1,591	193	(D)	....
Summit	969	117	440	(D)	....	....	....	203	....	(D)	(D)	(D)
Teller	1,848	627	302	24	(D)	34	(D)	243	105	178	161	....
Washington	6,028	1,344	246	576	(D)	133	820	520	1,526	249	(D)	....
Weld	70,353	14,286	3,853	4,784	3,498	3,971	13,464	5,506	9,895	1,991	8,943	162
Yuma	9,665	2,027	556	606	170	320	2,246	589	1,817	451	867	16
Colorado, total	1,725,297	379,374	124,732	178,772	81,991	87,865	336,216	124,906	158,251	74,361	133,485	45,344

D—Information withheld to avoid disclosure

SOUTH CAROLINA:

County	Total Sales all establishments ($1,000)	Food stores sales ($1,000)	Eating, drinking places sales ($1,000)	General merchandise group sales ($1,000)	Apparel, accessories stores sales ($1,000)	Furniture, home furnishings, appliance dealers sales ($1,000)	Automotive group sales ($1,000)	Gasoline service stations sales ($1,000)	Lumber, bldg. matls., hardware, farm equipment dealers sales ($1,000)	Drug stores, proprietary stores sales ($1,000)	Other retail stores sales ($1,000)	Nonstore retailers sales ($1,000)
Abbeville	11,066	2,822	479	863	366	543	2,417	1,224	723	628	941	60
Aiken	43,741	14,702	1,692	2,200	1,552	2,094	9,002	5,173	2,468	1,857	2,789	212
Allendale	6,536	1,698	447	474	(D)	218	(D)	1,131	583	182	540	47
Anderson	67,572	14,819	3,005	8,389	3,060	5,548	15,496	5,217	3,310	2,298	5,714	716
Bamberg	10,548	2,371	513	1,100	451	386	1,963	1,104	1,427	277	938	18
Barnwell	11,773	3,735	177	1,089	171	473	2,540	1,277	763	323	1,203	22
Beaufort	16,351	4,187	679	573	1,033	1,072	4,222	1,075	1,266	494	1,098	652
Berkeley	9,988	3,421	263	1,609	140	492	1,683	855	796	342	(D)	(D)
Calhoun	5,833	2,072	(D)	295	377	(D)	1,559	339	(D)	147	438	(D)

SOUTH CAROLINA—(Continued)

County	Total Sales all establishments ($1,000)	Food stores sales ($1,000)	Eating, drinking places sales ($1,000)	General merchandise group sales ($1,000)	Apparel, accessories stores sales ($1,000)	Furniture, home furnishings, appliance dealers sales ($1,000)	Automotive group sales ($1,000)	Gasoline service stations sales ($1,000)	Lumber, bldg. matls., hardware, farm equipment dealers sales ($1,000)	Drug stores, proprietary stores sales ($1,000)	Other retail stores sales ($1,000)	Nonstore retailers sales ($1,000)
Charleston	159,896	38,722	8,484	19,190	13,107	11,131	26,223	10,876	13,596	5,575	11,506	1,486
Cherokee	17,777	5,824	958	1,487	940	988	2,755	1,613	1,001	(D)	1,386	(D)
Chester	17,804	4,637	593	1,193	1,512	1,040	3,358	1,988	1,316	626	1,412	129
Chesterfield	17,906	4,345	547	1,573	764	453	4,718	2,062	1,221	555	1,646	22
Clarendon	12,321	3,674	491	1,594	205	199	2,682	1,285	876	308	983	24
Colleton	15,386	4,155	723	1,079	1,381	830	2,034	1,045	1,676	683	1,305	475
Darlington	31,119	8,622	1,137	4,323	1,215	1,313	5,573	2,108	2,327	853	3,339	309
Dillon	16,932	4,077	960	1,508	1,033	716	2,928	1,550	2,084	437	1,585	54
Dorchester	13,305	4,090	261	1,102	556	393	1,874	1,475	799	526	2,156	73
Edgefield	12,261	1,977	183	820	(D)	(D)	4,667	886	1,524	473	1,274	(D)
Fairfield	8,637	2,756	204	1,459	312	305	1,581	909	399	271	407	34
Florence	65,917	12,968	2,344	8,915	4,770	3,314	15,013	4,518	5,433	1,873	5,916	853
Georgetown	21,687	5,411	1,062	1,644	943	1,360	4,499	1,494	2,383	686	1,883	322
Greenville	173,668	39,287	6,918	26,009	10,243	11,329	33,344	13,697	12,635	5,237	12,625	2,344
Greenwood	33,326	8,767	1,397	3,372	2,425	2,348	6,308	2,543	2,297	1,140	2,360	369
Hampton	10,445	2,932	251	705	314	374	2,951	971	986	271	610	80
Horry	43,723	9,115	2,589	7,681	2,005	1,558	8,388	3,742	3,400	1,355	3,716	174
Jasper	6,313	1,663	323	300	114	257	(D)	848	661	143	(D)	61
Kershaw	19,553	5,669	859	2,236	577	967	3,959	1,954	1,658	723	899	52
Lancaster	23,442	6,856	794	2,503	1,437	1,730	6,192	1,446	784	547	993	160
Laurens	24,350	6,891	680	2,696	1,347	1,072	4,538	2,451	1,639	740	1,946	350
Lee	9,480	2,199	(D)	1,261	219	(D)	2,499	708	1,055	270	820	(D)
Lexington	30,636	8,329	978	1,645	942	1,459	5,481	4,741	3,519	788	1,842	912
McCormick	3,719	1,141	180	408	194	(D)	642	354	(D)	(D)	429	....
Marion	20,499	3,843	466	2,774	1,228	1,381	3,979	1,475	2,030	(D)	2,583	(D)
Marlboro	15,883	4,482	415	3,040	423	580	1,275	1,489	1,756	430	1,641	352
Newberry	19,543	5,214	439	2,145	1,188	981	3,932	1,682	1,198	698	1,948	118
Oconee	19,946	5,446	855	1,546	1,406	1,018	3,804	1,617	2,127	563	1,552	12
Orangeburg	42,604	11,748	1,578	3,982	2,502	2,240	8,014	3,936	2,978	1,303	3,686	637
Pickens	24,633	7,316	849	1,746	803	1,680	5,470	2,403	1,561	1,065	1,652	88
Richland	162,407	32,029	9,025	18,710	13,271	13,212	34,643	11,651	8,680	4,597	14,304	2,285
Saluda	5,497	1,294	182	723	116	344	1,289	669	284	161	435	....
Spartanburg	110,401	27,231	4,168	12,790	6,198	6,596	21,489	8,809	7,698	3,930	9,996	1,496
Sumter	39,346	10,476	1,117	4,145	3,362	2,910	6,276	3,679	3,770	1,077	2,389	145
Union	17,556	5,560	705	1,378	1,533	957	2,961	1,674	1,118	592	810	268
Williamsburg	20,616	4,704	208	2,633	892	1,465	4,130	1,877	1,500	384	2,812	11
York	48,514	12,857	2,124	4,326	2,933	3,417	8,679	3,795	4,137	1,488	4,561	197
South Carolina, total..	1,520,456	376,134	62,527	171,233	89,959	91,560	299,258	127,415	113,910	48,575	124,152	15,733

(D)—Withheld to avoid disclosure.

VIRGINIA:

Accomack	26,301	7,525	698	2,005	836	1,347	2,743	2,406	2,229	563	5,899	50
Albemarle	10,538	2,240	931	2,139	(D)	89	2,099	1,201	641	(D)	887	44
Alleghany	2,608	717	216	298	(D)	(D)	(D)	380	(D)	....	93	....
Amelia	3,345	246	(D)	612	....	129	539	515	(D)	(D)	987	(D)
Amherst	7,164	2,757	543	587	....	124	1,360	1,017	(D)	(D)	403	18
Appomattox	5,927	784	242	362	(D)	....	(D)	826	795	(D)	443	116
Arlington	180,658	43,700	14,187	36,213	10,259	7,843	29,049	10,286	8,587	9,558	10,424	552
Augusta	14,625	2,349	619	433	869	232	2,163	1,898	519	94	5,385	64
Bath	3,865	371	193	465	225	(D)	(D)	528	....	(D)	986	(D)
Bedford	16,067	4,397	600	1,714	387	350	3,603	1,380	1,310	(D)	(D)	120
Bland	2,376	854	(D)	272	....	12	940	172	....	....	68	(D)
Botetourt	6,932	1,904	459	946	(D)	167	1,223	1,115	310	(D)	600	20
Brunswick	10,537	1,659	258	2,214	279	(D)	2,384	754	1,434	215	1,176	(D)
Buchanan	13,562	3,084	432	2,516	423	1,004	3,017	1,126	279	450	1,052	179
Buckingham	5,377	637	325	1,468	(D)	....	663	740	212	(D)	(D)	....
Campbell	17,353	4,208	974	2,174	421	1,058	3,552	1,558	1,559	323	1,263	263
Caroline	7,995	1,178	846	1,381	85	(D)	1,441	2,308	327	(D)	212	....
Carroll	7,366	1,323	452	1,674	269	380	1,589	356	642	(D)	(D)	74
Charles City	539	390	(D)	(D)	....	....	....	....	....	....	....	....
Charlotte	5,246	526	343	1,213	(D)	....	1,534	827	(D)	(D)	443	....
Chesterfield	11,502	2,572	1,371	1,027	(D)	533	2,129	1,968	795	(D)	653	310
Clarke	7,411	3,501	294	516	(D)	(D)	(D)	658	789	245	824	....
Craig	1,444	368	(D)	308	....	(D)	322	124	(D)	....	(D)	....
Culpeper	14,142	2,860	630	1,175	564	587	1,910	859	1,324	445	3,586	202
Cumberland	1,962	674	221	627	(D)	....	(D)	206	....	(D)	113	....
Dickenson	7,333	1,879	361	1,527	115	366	1,765	411	301	(D)	(D)	....
Dinwiddie	6,415	812	404	3,322	....	(D)	(D)	738	497	(D)	229	(D)
Essex	8,098	820	268	865	139	(D)	2,174	773	2,189	(D)	(D)	(D)
Fairfax	54,458	15,963	3,710	1,482	1,159	712	10,224	7,375	5,971	2,613	3,947	1,302
Fauquier	17,507	3,482	775	1,510	479	433	2,785	1,474	2,735	450	3,332	52
Floyd	4,812	738	213	817	(D)	172	1,774	302	232	(D)	283	152
Fluvanna	2,378	425	82	941	....	(D)	(D)	261	(D)	(D)	46	(D)
Franklin	12,390	2,083	705	2,487	373	90	2,273	971	909	268	(D)	(D)
Frederick	8,356	1,312	988	824	(D)	(D)	1,130	2,012	998	(D)	554	(D)
Giles	13,440	3,256	569	1,329	245	547	3,669	1,008	1,285	538	885	109
Gloucester	8,339	2,171	200	1,489	130	378	1,689	875	632	(D)	561	(D)
Goochland	2,119	619	246	450	....	(D)	417	184	....	(D)	(D)	....
Grayson	5,640	988	156	1,479	527	329	789	691	232	176	273	....
Greene	1,994	233	(D)	470	....	....	(D)	179	....	....	236	....
Greensville	12,815	2,843	851	1,076	759	430	2,443	1,724	848	365	(D)	(D)
Halifax	22,310	4,187	512	2,505	1,509	1,706	5,621	1,907	1,390	693	2,212	68
Hanover	13,675	2,858	604	1,503	(D)	234	3,672	1,922	1,029	354	1,244	(D)
Henrico	22,647	8,378	1,879	598	(D)	1,011	3,569	3,200	1,495	1,430	(D)	214
Henry	15,711	4,722	884	754	252	801	2,455	1,558	(D)	210	(D)	274
Highland	1,306	104	(D)	275	....	(D)	200	428	....	....	(D)	....
Isle of Wight	9,504	2,000	280	765	(D)	166	2,168	1,059	1,209	(D)	1,449	24
James City	1,980	590	257	196	....	(D)	(D)	366	....	....	300	....
King and Queen	2,143	291	....	405	....	....	270	185	841	....	(D)	(D)
King George	3,102	906	232	542	....	(D)	759	584	(D)	(D)	(D)	....
King William	8,053	2,055	163	788	(D)	299	1,921	735	974	(D)	712	58
Lancaster	9,645	2,342	130	473	625	443	3,328	522	444	234	1,052	52
Lee	10,031	2,133	531	2,024	446	65	1,627	1,193	1,123	247	602	40
Loudoun	21,375	4,595	611	1,676	409	526	5,123	1,624	3,050	415	3,244	102
Louisa	7,890	1,450	169	954	....	256	1,772	449	433	236	(D)	(D)
Lunenburg	7,562	1,583	178	967	428	427	1,098	613	446	254	1,568	....
Madison	2,613	399	58	503	....	....	539	319	61	(D)	(D)	24
Mathews	4,446	857	144	649	(D)	296	1,201	282	(D)	(D)	612	24
Mecklenburg	26,871	4,520	1,079	2,952	1,126	982	6,970	3,874	2,200	675	2,267	226
Middlesex	5,226	1,535	169	822	....	203	778	375	354	(D)	(D)	28
Montgomery	21,645	5,808	1,354	1,396	615	873	4,314	1,903	1,960	697	2,677	48
Nansemond	6,436	1,819	469	473	260	314	(D)	1,227	1,096	(D)	262	(D)
Nelson	4,360	1,607	202	1,251	....	108	523	340	....	(D)	(D)	....

VIRGINIA—(Continued)

County	Total Sales all establishments ($1,000)	Food stores sales ($1,000)	Eating, drinking places sales ($1,000)	General merchandise group sales ($1,000)	Apparel, accessories stores sales ($1,000)	Furniture, home furnishings, appliance dealers sales ($1,000)	Automotive group sales ($1,000)	Gasoline service stations sales ($1,000)	Lumber, bldg. matls., hardware, farm equipment dealers sales ($1,000)	Drug stores, proprietary stores sales ($1,000)	Other retail stores sales ($1,000)	Nonstore retailers sales ($1,000)
New Kent	2,328	475	199	377	....	....	(D)	253	(D)	....	10	....
Norfolk	23,325	9,240	1,626	671	190	(D)	3,423	2,610	2,254	854	(D)	745
Northampton	14,362	4,978	549	1,482	766	298	1,991	1,392	455	489	1,938	24
Northumberland	4,868	1,051	91	814	(D)	(D)	(D)	482	(D)	122	945	96
Nottoway	14,346	2,981	941	1,175	786	613	2,997	981	837	558	2,439	38
Orange	11,956	2,625	371	1,479	(D)	503	2,513	946	1,354	408	1,660	(D)
Page	8,820	2,197	686	952	366	536	(D)	751	599	263	1,391	(D)
Patrick	5,746	1,087	206	1,164	(D)	174	1,638	535	477	(D)	228	....
Pittsylvania	18,359	3,590	596	3,450	416	271	3,186	3,420	2,055	359	768	248
Powhatan	3,165	396	(D)	508	(D)	(D)	1,464	402	(D)	....	(D)	....
Prince Edward	15,299	2,321	456	2,756	791	471	2,893	797	1,954	471	2,164	225
Prince George	4,491	1,472	593	360	58	646	(D)	762	48	....	(D)	202
Prince William	24,223	5,655	1,465	722	1,167	916	4,031	3,640	2,390	1,141	2,896	200
Princess Anne	21,464	6,888	3,490	999	420	293	2,512	2,203	3,159	450	1,012	38
Pulaski	20,441	5,330	1,174	1,605	(D)	857	(D)	2,132	1,318	617	1,175	(D)
Rappahannock	2,229	695	144	348	....	(D)	(D)	173	....	....	(D)	(D)
Richmond	12,945	1,137	406	1,152	231	498	4,991	512	791	(D)	(D)	74
Roanoke	23,505	6,299	2,252	905	531	773	5,267	3,232	1,499	631	1,756	360
Rockbridge	14,522	3,456	1,236	2,026	687	420	2,099	1,192	958	531	1,887	30
Rockingham	31,028	2,860	1,239	1,059	180	400	3,974	1,745	1,943	243	17,265	120
Russell	7,506	2,307	69	560	165	390	1,764	646	354	204	1,047	....
Scott	11,000	2,869	537	1,604	237	581	(D)	1,200	693	(D)	2,245	(D)
Shenandoah	17,785	2,867	746	1,577	163	586	2,963	1,829	1,754	597	4,017	686
Smyth	20,401	4,092	961	2,684	1,021	1,357	4,091	1,536	2,388	647	1,528	96
Southampton	18,519	4,362	564	2,539	470	612	3,664	2,101	1,686	493	1,938	90
Spotsylvania	2,682	475	188	802	....	....	....	500	(D)	....	(D)	....
Stafford	3,867	1,423	658	325	....	(D)	....	932	165	....	(D)	155
Surry	1,902	524	(D)	406	....	....	423	109	(D)	(D)	22	(D)
Sussex	8,592	1,632	422	1,034	(D)	172	1,615	1,006	1,317	(D)	954	(D)
Tazewell	26,162	8,031	1,139	3,345	922	988	4,895	1,866	1,475	844	2,652	24
Warren	14,279	3,443	962	1,229	843	611	2,761	1,070	878	456	1,957	69
Washington	18,607	4,485	1,257	1,043	442	376	3,093	2,356	2,027	(D)	3,031	(D)
Westmoreland	9,166	1,877	502	1,569	(D)	(D)	1,961	142	1,747	251	998	(D)
Wise	23,400	6,279	1,177	3,035	1,458	1,548	4,558	1,851	804	579	2,051	60
Wythe	17,175	3,426	926	2,311	316	440	3,437	1,745	1,334	392	2,753	95
York	7,855	1,515	557	605	(D)	86	1,713	810	(D)	(D)	664	100
INDEPENDENT CITIES												
Alexandria	119,456	38,845	5,924	9,390	6,228	3,873	28,038	6,898	6,881	5,080	6,881	1,418
Bristol	21,813	5,232	1,135	1,736	1,685	2,056	3,659	2,181	1,395	532	1,951	251
Buena Vista	4,891	1,318	370	305	393	(D)	1,422	550	(D)	(D)	415	....
Charlottesville	47,082	12,347	2,795	3,719	3,801	2,180	7,941	2,629	3,528	1,520	6,143	479
Clifton Forge	6,942	2,449	367	567	292	256	1,274	521	196	284	(D)	(D)
Colonial Heights	7,213	2,956	548	(D)	(D)	(D)	(D)	1,503	(D)	(D)	1,410	(D)
Covington	15,213	4,376	377	2,008	626	685	3,278	1,197	830	518	1,296	22
Danville	63,499	14,911	4,278	8,189	4,205	2,638	11,647	4,405	5,110	1,773	5,659	684
Falls Church	30,064	13,629	648	984	1,559	718	4,974	2,480	1,091	1,463	2,174	344
Fredericksburg	38,018	7,395	1,498	3,552	1,791	2,363	9,692	2,079	3,951	1,219	4,406	72
Hampton	52,075	16,419	3,622	2,625	2,351	2,288	12,237	3,649	2,845	1,489	4,248	302
Galax	11,385	2,498	444	663	504	973	3,303	349	1,240	(D)	1,090	(D)
Harrisonburg	29,397	3,039	868	3,057	1,737	1,693	5,563	1,556	2,340	839	8,427	278
Hopewell	17,609	5,053	667	848	1,074	998	3,776	1,029	1,573	(D)	(D)	190
Lynchburg	68,730	14,188	3,539	9,997	4,933	5,305	11,046	3,839	4,767	2,856	7,038	1,222
Martinsville	28,135	6,428	885	4,425	1,722	1,553	6,697	1,737	851	828	2,884	125
Newport News	88,264	16,117	4,711	13,397	8,407	8,776	17,116	3,928	4,492	2,496	8,413	411
Norfolk	324,537	69,888	24,082	44,167	35,233	22,936	52,964	15,768	9,761	10,951	32,475	6,312
Norton	7,085	1,549	358	403	635	438	2,202	498	(D)	216	(D)	....
Petersburg	54,759	13,053	2,584	3,631	4,849	2,576	11,562	3,195	3,300	2,147	6,621	1,241
Portsmouth	96,980	23,344	6,790	11,982	9,035	6,983	16,996	4,963	3,628	2,820	10,186	253
Radford	10,956	2,150	290	1,205	421	823	3,651	799	617	484	(D)	(D)
Richmond	387,285	80,440	21,902	78,172	24,990	17,345	55,156	20,851	16,972	12,621	47,274	11,562
Roanoke	130,547	26,038	6,595	15,929	13,358	8,254	21,644	6,690	5,626	4,751	16,644	5,018
South Norfolk	17,237	4,728	736	449	(D)	122	(D)	1,077	957	588	(D)	53
Staunton	28,350	5,694	1,037	3,338	1,656	1,463	6,863	2,301	2,060	986	2,738	214
Suffolk	27,428	6,275	824	3,348	3,233	1,860	4,909	1,779	1,175	974	2,920	131
Virginia Beach	18,667	5,287	2,187	979	773	612	4,142	1,070	(D)	801	(D)	356
Warwick	24,220	9,717	1,745	991	403	1,219	3,284	3,069	301	1,009	2,238	244
Waynesboro	19,440	3,918	864	1,274	551	865	6,509	1,464	1,462	529	1,730	274
Williamsburg	13,935	3,304	1,750	(D)	351	290	2,800	894	715	(D)	1,369	(D)
Winchester	36,484	5,174	1,884	3,379	2,577	1,071	7,376	2,464	5,238	897	6,047	377
Virginia, total	3,113,438	725,286	179,189	390,249	179,754	147,721	574,659	232,122	195,758	102,524	344,473	41,748

(D)—Withheld to avoid disclosure.

WEST VIRGINIA:

Barbour	7,276	2,201	300	914	126	321	1,536	871	162	189	656	....
Berkeley	25,021	6,701	1,301	1,958	1,831	896	4,226	2,003	2,034	938	2,916	217
Boone	16,564	5,434	812	2,074	1,206	621	3,254	1,298	853	(D)	(D)	66
Braxton	8,469	1,918	452	1,371	176	472	1,835	757	854	157	(D)	(D)
Brooke	16,551	4,327	1,042	759	589	642	4,719	1,330	1,997	365	641	140
Cabell	123,060	27,434	6,873	16,047	10,270	7,713	19,805	6,039	10,257	3,830	8,481	6,311
Calhoun	2,659	612	97	859	(D)	(D)	409	96	158	(D)	121	(D)
Clay	3,549	1,207	182	1,123	(D)	(D)	(D)	500	....	(D)	214	(D)
Doddridge	3,625	1,152	51	160	(D)	182	(D)	277	262	(D)	284	(D)
Fayette	42,705	13,572	1,796	6,754	1,938	2,104	8,076	3,307	1,129	1,036	2,931	62
Gilmer	2,910	734	96	852	(D)	(D)	(D)	279	277	(D)	157	....
Grant	5,144	1,010	413	541	(D)	137	1,246	603	45	177	875	(D)
Greenbrier	28,038	6,315	1,506	3,804	1,194	949	4,797	2,810	1,289	647	4,454	273
Hampshire	6,770	1,352	224	316	(D)	68	2,060	328	519	(D)	1,693	(D)
Hancock	24,280	5,178	2,800	(D)	2,089	1,816	2,783	1,978	2,766	821	1,810	(D)
Hardy	7,100	961	306	897	(D)	(D)	1,328	293	259	99	2,823	....
Harrison	72,703	18,126	3,592	8,541	6,098	3,444	12,711	4,923	5,353	3,188	6,064	663
Jackson	8,192	1,819	388	1,074	162	307	1,741	824	793	116	968	....
Jefferson	14,307	3,511	791	2,004	578	478	2,289	1,147	1,070	300	1,889	250
Kanawha	249,333	63,156	14,538	39,673	15,747	12,254	49,081	14,974	13,960	7,210	16,057	2,683
Lewis	11,501	3,036	507	1,212	879	(D)	2,179	840	651	393	1,023	(D)
Lincoln	7,099	1,672	604	2,204	(D)	192	1,352	767	(D)	(D)	(D)	(D)
Logan	38,471	11,607	1,960	5,977	2,274	2,019	6,900	2,952	1,619	995	1,760	408
McDowell	52,537	16,136	2,151	13,748	1,861	2,258	8,690	3,456	790	875	2,435	137
Marion	54,500	15,762	2,407	7,210	3,235	3,002	8,547	3,860	3,706	1,438	4,206	1,127
Marshall	19,104	7,141	1,642	1,128	787	738	2,841	1,516	1,435	596	1,246	34
Mason	11,459	3,556	657	886	719	505	1,783	717	1,311	326	941	58
Mercer	59,859	14,691	2,958	7,767	4,690	3,046	10,899	5,174	2,505	1,696	5,889	544

86.1% SATURATION

According to latest figures available (county by county) in the recent Television Magazine Market Book, the total set count of WHIO-TV..... **511,310**

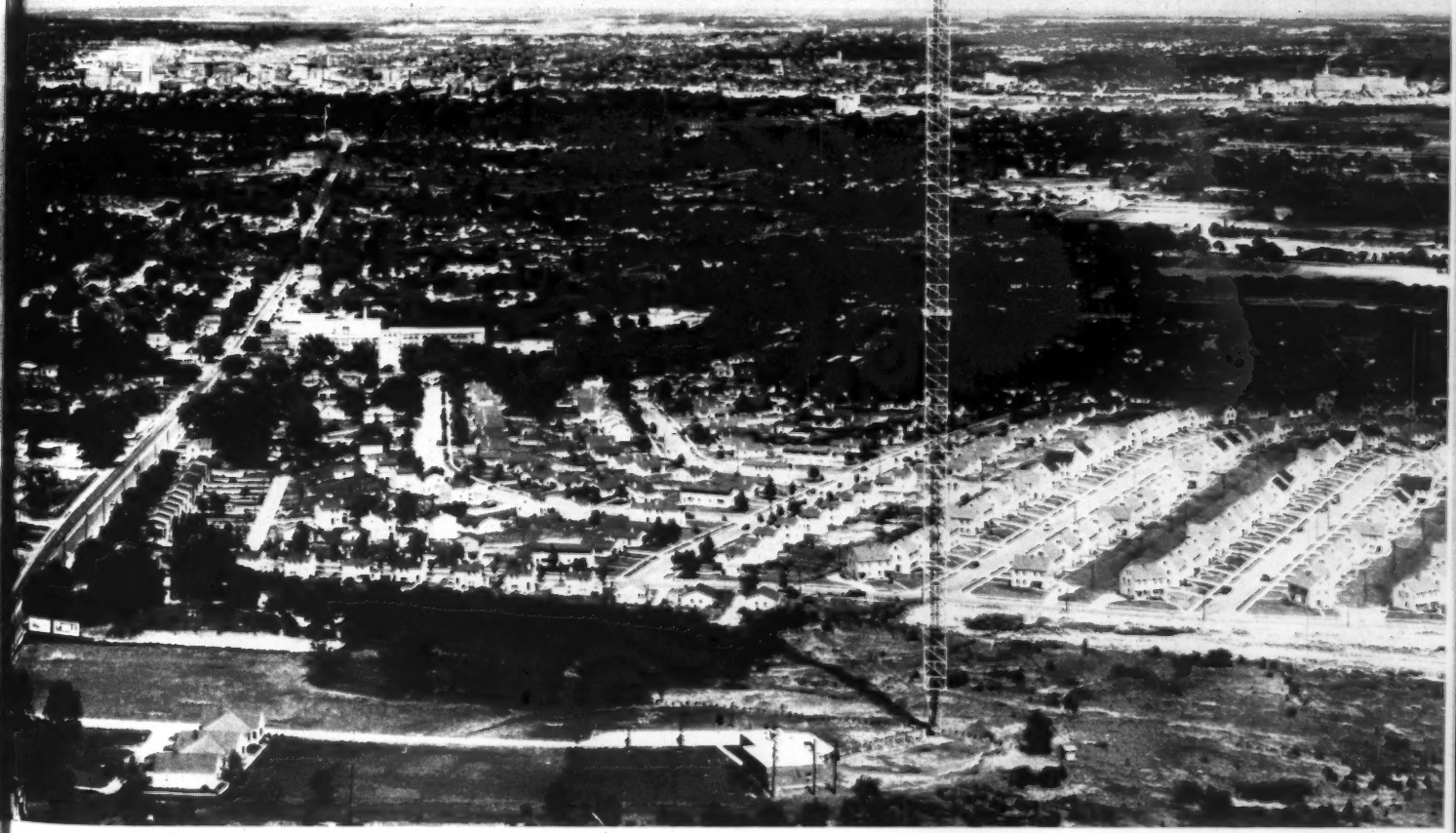
Families in area..... **593,200**

Population..... **1,970,000**

The 1104 ft. tower, Maximum power, covered 37 counties; 26 Ohio, 11 Indiana

Retail sales for this area..... **$2,161,341,000**

See George P. Hollingbery!



CHANNEL 7 DAYTON, OHIO

ONE OF AMERICA'S GREAT AREA STATIONS

*1955 Consumer Markets
**June, 1955 Pulse Report

whio-tv
CBS

316 KW

That's maximum power in the rich market of

RICHMOND

Petersburg and Central Virginia

In addition to top power, WXEX-TV has maximum tower height —1049 ft. above sea level; and 943 ft. above average terrain . . . more than 100 ft. higher than any station in this market. WXEX-TV is the basic NBC-TV station; and there are 415,835 TV families in its coverage area. Let your Forjoe man give you all the details about this great buy.

WXEX-TV

Tom Tinsley, President Irvin G. Abeloff, Vice-President

Represented by Forjoe & Co.

WEST VIRGINIA—(Continued)

County	Total Sales all establishments ($1,000)	Food stores sales ($1,000)	Eating, drinking places sales ($1,000)	General merchandise group sales ($1,000)	Apparel, accessories stores sales ($1,000)	Furniture, home furnishings, appliance dealers sales ($1,000)	Automotive group sales ($1,000)	Gasoline service stations sales ($1,000)	Lumber, bldg. matls., hardware, farm equipment dealers sales ($1,000)	Drug stores, proprietary stores sales ($1,000)	Other retail stores sales ($1,000)	Nonstore retailers sales ($1,000)
Mineral	12,076	3,202	670	1,273	686	960	2,266	1,052	456	386	1,061	64
Mingo	31,940	7,978	1,036	5,009	2,018	1,727	5,689	1,595	2,063	(D)	3,843	(D)
Monongalia	43,669	11,774	2,238	5,962	3,511	1,941	7,366	3,280	2,251	1,386	3,803	157
Monroe	5,033	955	57	455	108	187	2,056	409	286	(D)	(D)	46
Morgan	3,604	1,059	339	(D)	(D)	(D)	(D)	360	636	(D)	490	....
Nicholas	13,816	3,988	568	2,462	757	666	2,294	1,339	1,169	193	362	18
Ohio	104,101	18,428	8,258	24,200	9,401	7,604	13,690	4,139	5,172	2,555	6,760	3,894
Pendleton	3,444	351	123	435	....	(D)	1,466	273	(D)	75	(D)	(D)
Pleasants	4,600	1,233	250	288	(D)	301	978	352	479	175	(D)	....
Pocahontas	5,937	1,505	220	1,056	87	283	947	647	(D)	(D)	1,106	(D)
Preston	12,242	3,519	659	1,701	(D)	233	2,448	1,193	935	340	(D)	....
Putnam	9,146	2,295	865	1,499	(D)	172	1,819	1,255	855	(D)	218	(D)
Raleigh	50,926	14,802	2,255	9,401	2,831	1,612	8,543	4,477	2,030	1,251	3,104	620
Randolph	18,727	4,243	937	3,712	769	1,107	3,597	1,479	859	443	1,555	26
Ritchie	5,630	1,304	343	1,026	31	263	1,513	433	261	157	287	12
Roane	7,497	1,970	400	1,158	122	476	1,764	495	226	247	625	14
Summers	9,330	2,656	436	1,142	653	429	2,074	630	521	(D)	539	(D)
Taylor	10,111	3,053	549	876	373	578	1,833	737	766	(D)	917	(D)
Tucker	4,019	1,326	159	265	(D)	130	1,265	297	(D)	(D)	336	....
Tyler	5,959	2,254	(D)	700	209	212	960	531	268	(D)	493	....
Upshur	11,806	2,977	628	1,028	591	504	2,863	1,357	831	311	662	54
Wayne	11,922	4,192	1,007	1,162	116	697	2,797	1,122	149	197	290	193
Webster	7,064	2,525	284	1,404	97	(D)	1,091	764	250	(D)	434	66
Wetzel	13,930	3,656	979	1,127	653	592	3,482	942	1,732	289	445	33
Wirt	1,157	28	(D)	536	....	(D)	(D)	232	....	(D)	103	(D)
Wood	61,667	15,116	3,480	11,495	4,188	3,946	9,531	3,791	3,258	1,846	4,344	672
Wyoming	18,628	5,335	437	5,650	349	690	3,803	1,006	465	303	590	....
West Virginia, total ..	1,410,767	362,045	77,886	217,108	85,132	70,739	253,273	98,106	82,458	38,008	106,374	19,638

(D)—Withheld to avoid disclosure.

TELEVISION GAIN SHOWN IN KNOX REEVES' CHART

Minneapolis advertising agency uses Nielsen reports to point out video increase of 24 seconds each day in the battle for listening leadership.

EVERY 24-hour turn of the clock, television gains 24 seconds on radio in the battle for listening leadership in the American home. And those 24 seconds add up to two hours a year.

These and other figures are revealed in a chart kept since January 1949 by Knox Reeves Advertising, Minneapolis. The chart is compiled from monthly reports released by the A. C. Nielsen Co. and the agency claims that it is the only one in existence. The chart shows the per cent of total U. S. homes using radio and television by hours of the day. Figures are taken only from those homes having both radio and television.

The chart is used in keeping pace with the race for audiences between radio and tv. It gives the agency, as well as the sponsor, a graphic picture of the trends, when to buy tv time, when to buy radio time, what time of day to buy and what months are best for reaching the desired audience.

Among the Knox Reeves findings:

Radio still leads tv in the 6 a.m. to 3 p.m. period, but tv leads from then to midnight, gaining the lead in the 3-5 p.m. period during 1955. All times used in keeping the agency chart are Eastern Standard.

Tv gained its first lead over radio in the summer of 1951, winning the after 10 p.m. period. By 1952, radio had lost out after 8 p.m.; in 1953 after 7 p.m.; 1954 saw radio's lead slip to 5 p.m., and even more ground was lost during 1955.

All of which leads tv people to believe that during 1956 tv may gain the lead at 1 p.m., if the video medium keeps up its two-hour-a-year gain over radio. Right now, tv's best hour during the period led by radio is between noon and 1 p.m.

The chart also shows that tv's audience fluctuates more than radio's between winter and summer. From 9-10 p.m. (tv's strongest hour) the audience drops from 47½% in February to 30% in July. Radio, on the other hand, has a seasonal drop of only 3% (19 to 16%) from 1 to 2 p.m., its strongest hour.

WINNER of second place in the Pulse prediction contest sponsored by KMA Shenandoah, Iowa, is William J. O'Donnell (l), a vice president at BBDO's New York office, who receives his award—a check for $100—from Edward Petry & Co. salesman Ed Rohn. Mr. O'Donnell guessed that KMA's highest rating would be 16.5, and the Pulse survey revealed it was 16.6. Five third place winners received turkeys, and 25 other runnerups were awarded with gifts of cheese.

Whitehall 'Quiz Kids' Sponsor

WHITEHALL Pharmacal Co., New York, will sponsor *Quiz Kids*, which replaces *Wanted* this Thursday (10:30-11 p.m. EST) on CBS-TV, marking a return of the program to the airwaves. One of the first radio successes of producer Louis G. Cowan (creator of *The $64,000 Question* on CBS-TV), the *Quiz Kids* went off the air in 1953 after a 13-year stay. The new program will feature Clifton Fadiman as m.c. with youngsters on the panel ranging in age from six to 14. Biow-Beirn-Toigo Inc., New York, is the agency.

Sylvania Buys 32 Spots In NBC 'Matinee Theatre'

SYLVANIA ELECTRIC PRODUCTS Inc. has signed with NBC-TV as a participating sponsor in *NBC Matinee Theatre*, the firm announced Thursday. Contract calls for 32 participations (90-seconds each) starting Jan. 19 and spread over the year with an option to purchase more time. Further participation depends on the initial buy, a Sylvania spokesman said. J. Walter Thompson Co., New York, is the agency.

According to Frank J. Healy, vice president-operations, in charge of Sylvania's lighting division, only photolamp products will be featured in the firm's commercials, which will be produced in color. These products also will continue to receive heavy emphasis on the Sylvania sponsored *Beat The Clock* on CBS-TV, he said.

Another Sylvania official, George C. Connor, general sales manager for the firm's photolamps, said that Sylvania hoped to reach three segments of the photolamp market: women, the younger age group and those persons who work evenings and thus do not watch nighttime tv.

Pringle to FC&B Plans Post

WILLIAM J. PRINGLE, vice president and director of Foote, Cone & Belding, has been named chairman of the plans board for the western offices of the agency. Mr. Pringle will headquarter in Los Angeles and be in charge of the agency's creative activities on behalf of 25 clients who do business with the Los Angeles, San Francisco and Houston offices. The new chairman was a vice president of FC&B's predecessor agency, Lord & Thomas (joining L&T in 1928), and has held the same position with FC&B since its inception in 1943.

Rollins Dies Outside Office

CARLE E. ROLLINS, 65, secretary and account executive with J. M. Mathes, New York advertising agency, died Tuesday of an apparent heart attack in the street outside his office. Mr. Rollins had been with Mathes since 1933, and from 1920 until 1933 was an account executive in the New York office of N. W. Ayer & Son Inc.

NEEDHAM, LOUIS & BRORBY Inc., Chicago agency, has completed its move to the top three business floors of the city's new skyscraper, the Prudential Bldg. On hand for the keys presentation are (l to r): Maurice H. Needham, agency president and board chairman; John J. Louis, chairman of NL&B plans board, senior vice president, director and station owner; Melvin Brorby, senior vice president and director, and James Rutherford, vice president, Prudential Insurance Co. of America.

Tele-Census Gives Results Of Semi-Annual Poll in L. A.

A TOTAL of 19.4% of 2,500 representative tv set owners in Los Angeles have a "great" interest in owning a color television set, 43.2% are "lukewarm" toward having such a receiver, and 37.4% have a "small" interest in possessing one.

These are among the findings in Tele-Census No. 14 in the California city, conducted semi-annually by college students and their instructors.

The survey found that 64.5% of those polled are generally familiar with pay-as-you-see television, whereas 25.4% were not familiar, and 10.1% were "not sure." A total of 65.9% thought the FCC should approve it, and 20.6% thought the Commission should deny it. Other answers constituted 13.5% of the responses to this question.

Adv. Club to Hear Davis

HAL DAVIS, vice president in charge of promotion, Kenyon & Eckhardt, New York, will speak at a meeting of Metropolitan Adv. Men's Club, to be held Jan. 12 at the Sky Room, 165 W. 57th St., New York. Mr. Davis' topic will be "How Dramatic Is Your Marketing?"

Hartman Handles Hartz

HARTZ MOUNTAIN Products (pet foods), New York, has assumed alternate sponsorship of ABC-TV's *Super Circus*, along with Roto Broil Corp. of America (electric rotisseries) and Chunky Chocolate Co., both New York. Hartz account is handled by George H. Hartman Co., Chicago. The B•T Dec. 19, 1955 issue incorrectly reported Hartz's agency as Friend-Krieger & Rader Inc., New York.

BUSINESS

Jacoby-Bender Inc. (watch bands), Woodside, N. Y., joins Phillips Jones Corp. (Van Heusen shirts), N. Y., and Anson Inc. (jewelry), Providence, R. I., as alternate sponsor of ABC-TV's *Stop the Music* (Thursday, 8:30-9 p.m. EST), starting Jan. 5. All three accounts are grouped under Quality Goods Mfrs. and are handled through Grey Adv. Inc., N. Y.

Kasser Distillers Products Corp. (King's wine), Philadelphia, has renewed sponsorship of CBS-TV Film Sales Inc.'s *The Whistler* in five Pennsylvania markets: Altoona, Lancaster, Philadelphia, Pittsburgh and Scranton/Wilkes-Barre. Feigenbaum & Wermen Inc., Philadelphia, is agency.

AGENCY APPOINTMENTS

Hoffman Beverage Co., Newark, subsidiary of Pabst Brewing Co., Chicago, appoints Grey Adv. Inc., N. Y., effective March 1. Account currently is serviced by Warwick & Legler Inc., N. Y., which earlier this fall lost Pabst beer account to Leo Burnett Inc., Chicago.

Boston Sausage & Provision Co. names Ingalls-Miniter Co., Boston, for Honor Maid smoked meats and pork products.

Charles Antell Inc., Baltimore, Md., appoints Cayton Inc., N. Y., for hair tonic for men.

Burshere Sales Corp. and **Remington Assoc.** (toiletries and weight reducers), New York, appoint the Blaine-Thompson Co., N. Y., for such products as Ferguson's Formula 71, weight-reducing chewing gum, Kreem-O-Life hair conditioner and Arty-Nail nail building kits.

Gordon Baking Co. (Silvercup bread), Detroit, appoints Cunningham & Walsh.

Campana Sales Co. (Solitair cake makeup, Sheer Magic liquid, Magic Touch cream), Batavia, Ill., appoints Grant Adv. Inc., Chicago, for those products. Erwin, Wasey & Co. will continue to handle Italian Balm and Ayds vitamin candy.

Crescent Industries Inc. (phonograph, tape recorder manufacturer), Chicago, names Gourfain-Cobb Adv. Agency, Chicago. Herbert Baker Adv., Chicago, formerly handled account.

Bremner-Davis Phonics (home training courses for children), Wilmette, Ill., appoints Grant, Schwenck & Baker Inc., Chicago. Radio will be used.

South Pacific Airlines, S. F., names Charles P. Johnson Co., S. F. advertising agency.

Mercedes-Benz Distributors Inc. (automobiles), N. Y., appoints Robert W. Orr & Assoc., N. Y.,

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Jan. 14 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co. through Ruthrauff & Ryan (also Jan. 21, 28).

Jan. 14 (9:30-11 p.m.) *Ford Star Jubilee*, "Blithe Spirit," Ford Motor Co. through J. Walter Thompson.

Jan. 19 (8:30-9:30 p.m.) *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

Jan. 24 (9:30-10 p.m.) *Red Skelton Show*, **S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate** weeks (also Jan. 31).

NBC-TV

Jan. 9-13 (5:30-6 p.m.) *Howdy Doody*, participating sponsors (also Jan. 16-20, 23-27, 30-31).

Jan. 9 (7:30-9:30 p.m.) *Producers' Showcase*, "Peter Pan," Ford through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Jan. 10 (8-9 p.m.) *Milton Berle Show*, **Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt.**

Jan. 11-13 (3-4 p.m.) *Matinee*, participating sponsors (also Jan. 16-20, 23-27).

Jan. 15 (3:30-5:30 p.m.) *NBC Opera*, "Magic Flute," sustaining.

Jan. 21 (9-10:30 p.m.) *Max Liebman Presents* "Paris in the Springtime," Oldsmobile Div. of General Motors through D. P. Brother.

Jan. 29 (3:30-4 p.m.) *Zoo Parade*, Mutual of Omaha, through Bozell & Jacobs.

Jan. 29 (7:30-9 p.m.) *Sunday Spectacular*, "Beverly Hills Story," participating sponsors.

Jan. 30 (7:30-9:30 p.m.) *Producers' Showcase*, "Festival of Music." Ford Motor Co., through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Jan. 31 (8-9 p.m.) *Milton Berle Show*, Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

[Note: This schedule will be corrected to press time of each issue of B•T]

Notice of Appointment by

WSUN

RADIO & TELEVISION STATIONS

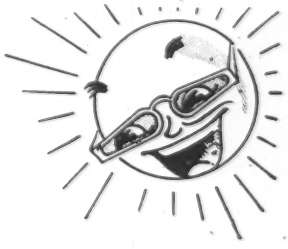
(Florida's 2nd largest market • Tampa-St. Petersburg)

of

VENARD, RINTOUL & McCONNELL INC.

as **NATIONAL REPRESENTATIVES**

effective JANUARY 2, 1956



WSUN-TV Channel 38
ABC NETWORK 257,000 WATTS!
Only TV Station in Tampa—St. Petersburg for 21 months—100% Conversion.
Bernard (Barney) L. Kobres
Sales Manager, Television

WSUN—RADIO—620 KC
5,000 WATTS
Covers 33 of Florida's 66 Counties
Vera New
Sales Manager, Radio

CHARLES L. KELLY, *General Manager*

Southeastern Representative: JAMES S. AYERS, Atlanta, Georgia

PHOTO BY FLOYD WINTERS. FRONT-PAGED BY THE SAN FRANCISCO EXAMINER

A CHRISTMAS - 1955

The first drops fell harmlessly, even pleasantly, on Sunday, December 11. As the rain continued, it was "Christmas shopping as usual," trees to be trimmed, toys and dolls to be anticipated. What are a few drops of rain to Santa Claus?

By mid-week the storm became a threat
in heavier rainfall, melting snows, rising rivers.
By week's end the threat became a reality.

But tragedy is news. On Sunday, December 18, KPIX sent newsreel camera and still photo crews into the potential flood zones from the Bay Area to Yuba City. Wherever flood waters rose, KPIX cameras were on the job.

By chartered plane and car, films were rushed almost hourly to San Francisco. From thousands of feet of film, scores of still shots, the most newsworthy were chosen and rushed on the air within hours of their taking.

In over a hundred break-ins, in thousands of dollars worth of pre-emptions, with descriptions and interviews taped on the spot, KPIX told a pictorial story of disaster as it has never before been told on television, rallying the secure citizens of Northern California to rescue and to aid.

In this tragic California Christmas lay the opportunity for television's finest hours. Only KPIX took fullest advantage of them.

CBS kpix CHANNEL 5
SAN FRANCISCO, CALIFORNIA
Represented by the Katz Agency

WESTINGHOUSE BROADCASTING COMPANY, INC.

for tv advertising. Stephen Goerl & Assoc. continues to handle other media for firm.

Amalie Div., L. Sonneborn Sons Inc. (Pennsylvania motor oils, greases, lubricants), Franklin, Pa., names Clifford A. Kroening Inc., Cleveland, Ohio.

J. A. Wright & Co. (silver cleaner), Keene, N. H., names Warwick & Legler, N. Y., effective Feb. 1.

Carac Corp. (garden concentrates), Freeport, L. I., appoints C. M. Johnson & Assoc., Bethpage, L. I.

John F. Long Co., Phoenix, Ariz., firm developing Maryvale, planned community, names Adv. Counselors of Ariz.

Dad's Root Beer Co., Chicago, appoints The Martin Co., Adv., that city.

Victor Borge's Vibo Farms, Southbury, Conn., names Blaine-Thompson Co., N. Y., for advertising, promotion and merchandise of frozen Rock Cornish pullets, pheasant, guinea hen, and geese products.

A&A SHORTS

League of Advertising Agencies announces reorganization of Speakers Bureau. Business and civic groups desiring free services of speaker in advertising field may send requests to Julian Rogers at the league, 200 W. 42d St., New York 36.

Advertising Research Foundation, N. Y., elected Guild, Bascom & Bonfigli Inc., San Francisco, and Tucker Wayne & Co., Atlanta, as new subscribers.

Rippey, Henderson, Kostka & Co., Denver, now in larger offices in penthouse of Sherman Plaza.

A&A PEOPLE

West Gillingham, formerly account executive, W. B. Doner Adv. Agency, Detroit, appointed executive vice president, Ralph Sharp Adv. Inc., Detroit.

Joseph F. Beck, vice president and treasurer of Scheideler & Beck Inc. (formerly Scheideler, Beck & Werner Inc.), N. Y., elected executive vice president of the agency, succeeding **Paul Werner,** resigned.

John O. Bozell, account executive, Bozell & Jacobs Inc., Omaha, Neb., elected vice president.

Joe H. Serkowich, account executive, Aubrey, Finley, Marley & Hodgson Inc., Chicago, elected a vice president.

Garrick M. Taylor, copy chief and treasurer, elected vice president and **John T. Newmark** appointed director of merchandising and market research at Goodkind, Joice & Morgan, Chicago.

Harry D. Barger, account executive, Wherry, Baker & Tilden, Chicago, elected vice president.

Frank V. Bridge, assistant general sales manager, Buick Motor Div., General Motors Corp., appointed general sales manager of GMC's Pontiac Motor Div.

Wallace R. MacDonald, assistant manager, BBDO International Div., N. Y., transferred to BBDO's Atlanta office, to direct advertising for Schaefer Beer in Florida market.

Francis H. Horan, director and general counsel, Liggett & Myers Tobacco Co., N. Y., elected a vice president.

Albert J. Meyers, assistant account executive, Schwimmer & Scott Inc., Chicago, appointed media director.

Gerard L. Brant, assistant executive director, Tea Council of U. S. A. Inc., N. Y., appointed acting executive director. He succeeds **Anthony Hyde,** who has been appointed staff vice president in charge of planning and development for McCann-Erickson Inc., N. Y.

Jean Finegan, former account executive, Benton & Bowles Inc., N. Y., appointed advertising and publicity manager for Fairmont Foods Co., Omaha, Neb.

Lawrence Wisser, formerly vice president and creative director, Storm and Klein Inc., N. Y., which merged with Emil Mogul Co. Inc., N. Y., Jan. 3, appointed copy chief for Mogul Co.

William Graves, assistant advertising and promotion manager, Cannon Mills Inc., N. Y., and **Harold Josephs,** freelance artist, to Grey Adv. Inc., N. Y., as contact account executive and art director, respectively.

LUKE WALTON (c), the first employe of WISH Indianapolis and now head of his own advertising agency, signs a 52-week contract for his client, Abels Auto Co., Indianapolis, to sponsor *San Francisco Beat* on WISH-TV. He joined WISH when the station first went on the air in 1941 and was a sportscaster for the combined radio-tv operation until resigning Dec. 1, 1955, to form the Luke Walton Advertising Agency. With Mr. Walton are Bob Ohleyer (l), sales manager, and Howard Bunnell, account executive.

Thomas B. Grimshaw, formerly with BBDO, to Ted Bates, N. Y., as account executive.

Kenneth Ellis, BBDO, N. Y., appointed account group supervisor for Rexall Proprietaries Div. of Rexall Drug Co., Los Angeles.

C. Wesley Quinn, account executive, WFLA-TV Tampa, to account staff, Phyllis Lacey Adv., same city.

William L. Rindfuss, copy director, Young & Rubicam Inc., Chicago, returned to agency's N. Y. office as associate copy director.

Betty Dumbauld, Meredith Pub. Co., and **Ruth Larson,** International Minerals & Chemical Corp., Chicago, to Needham, Louis & Brorby Inc., Chicago, as librarian and assistant librarian, respectively.

Robert F. Carney, chairman of board, Foote, Cone & Belding, N. Y., will head the advertising division in Legal Aid Society's 1956 drive for funds.

Robert W. Barron, production manager, Robert Yarnell Ritchie Productions, to radio-tv program production dept., N. W. Ayer & Son, N. Y., and **M. Jane Blair,** formerly of Jack & Heintz Inc., Cleveland manufacturing firm, to production dept., agency's Philadelphia office.

Marj Walker, formerly west coast representative, Dreyfus & Delynn, to Kennedy, Walker & Wooten, Los Angeles, as publicity director.

Havis Medwick, business manager, radio-tv department, Ruthrauff & Ryan, N. Y., will teach business management of radio-tv program production at New York U. during spring semester. Course will cover timebuying, casting, talent rates, budgets, talent, program and facilities contracts.

Frederick Norman Polangin, 42, Ted Bates Inc., N. Y., executive on the CBS-Columbia tv set account, died Jan. 3 at National Institute of Health, Bethesda, Md., after long illness.

WM. RICHARD LATTA, president, Latta & Co. advertising agency, Los Angeles, signs for his client, Southern California Plastering Institute, to sponsor *Baxter Ward and the News* on KCOP (TV) Los Angeles. Standing (l to r) Jack Heintz, vice president-general manager, KCOP; Dan Miller, KCOP account executive handling the Latta sale; newscaster Ward, and William Metcalfe, Latta & Co.

No. 1
IN WORCESTER*

New England's Third Largest Market

YEAR AFTER YEAR, YOUR BEST COST PER THOUSAND BUY!

Once again, proof of independent WNEB's consistent leadership in listening audience! Thru WNEB's volume discounts, you can saturate this tremendous market at surprisingly little cost. Get the full details!

* PULSE WORCESTER AREA REPORT—OCT., NOV., 1955

WNEB

WORCESTER MASSACHUSETTS

Represented by: THE BOLLING COMPANY, INC.

Advertisement

What does it take to make friends out of viewers?

Getting people to turn a dial to a television program is one thing. Getting those people to feeling that the station they tuned to is a friend . . . that the station can be counted on for truth, honesty, for the fulfillment of their needs and expectations is what brings a station close to its viewers. It is this audience-conscious station policy, this constant search to provide the finest in news and entertainment for the people of its area, that converts viewers into friends for a television station.

Such is the wonderful, wonderful relationship that exists between WMCT, Memphis . . . and its friends.

Such is the bond of sincere good will, deep loyalty, and confidence that has been built between WMCT, Memphis and its friends, the people who make up its vast audience of more than 400,000 homes.

This great friendship did not come about overnight.

It has been a steady-building thing, a mutual feeling of good will that has developed since the inception of WMCT's parent station WMC Radio, back in 1923. For ever since that time, WMC and WMCT have constantly pioneered for the best interest of its listeners and viewers. Practically everything new in electronics has first found its way to Memphis and the Mid-South through WMC and WMCT. It has pioneered in FM. It has pioneered in TV. It was the first TV station in Memphis, originating early in 1948. For six years it was the **only** TV station in Memphis. When color was first developed, WMCT, for almost 18 months, was the only television station equipped to transmit color. Soon, live color cameras will be made available to broadcast local color programs through WMCT. WMCT is the only TV station in Memphis with its own developing and printing facilities. This completely modern equipment makes it possible to telecast news within a few minutes after that news has been filmed on the spot.

Every improvement to render a better service for its friends, every modern broadcasting and telecasting device was brought and is being brought to the Memphis audience through WMC and WMCT.

It's important to take this opportunity to list the reasons **why** this great friendship exists between station and viewers, in order that Time Buyers, Account Executives, yes and Clients, themselves, might know just how a station becomes a part of the very lives of the people it serves, and with what great degree of responsibility a station views its obligations to its viewers. It would have been easy (and relatively inexpensive) to provide a push-button and turn-table type of service. While a great num-

ber of viewers would have been won that way, WMCT felt a greater need to provide a complete telecasting service for its friends. For that reason WMCT's Farm Program is a vehicle that has won literally thousands upon thousands of friends for the station. Derek Rooke, WMCT's Farm Director, covers scores of counties in his Station Wagon weekly, gathering news and views of farmers with the sole object in view of providing a more all-inclusive farm service. Mr. Rooke's sound-on-film camera captures interviews with farmers, themselves, and on each program he brings to the viewers a complete area weather report. He provides the means for the WMCT farm audience to see people they know, friends in their own community, on television. That service has built a warm friendship among farmers . . . a friendship that means something to the viewer.

WMCT is the **only** television station in Memphis with such complete farm information and facilities to serve the farmers.

Complete mobile equipment enables WMCT to pick up local programs, sports events, and programs originating outside of our studios that are of special civic interest to the people of the community.

CHILDREN? Programs like Trent Wood's Storyland do **more** than provide entertainment. They provide a means for the station to have children in this area become part of the broadcasts themselves.

WOMEN'S PROGRAMS? WMCT maintains a full-time women's director, Cathy Bauby, who designs and custom-tailors her show to the needs and interests of women throughout WMCT's territory. Furthermore, WMCT's Homemaker program, with Carolyn Godman, receives thousands of pieces of mail a month, testifying to the tremendous interest the show inspires among home-makers.

Management, and members of the station personnel, have always given fully of their time and talent to every worthwhile civic and community project in Memphis and the Mid-South. Production Executives have produced, directed, narrated and filmed features for the Red Cross, Community Chest, Fire Department, City Beautiful, Traffic Department and practically every major activity of civic betterment. Management has long been active in the field of Broadcasting, holding many important committee posts in national organizations. Recently WMCT received the Sylvania Award and the Freedom Foundation Award for the excellence of its locally produced programs in the public interest.

The same integrity that has characterized The Commercial Appeal for the past century in its service to the public, has been maintained by WMC and WMCT.

So, day after day, month after month, as its viewers realize and accept these contributions to their well-being, they have developed this deep and unspoken appreciation for the station. Actually, it is a strong and durable friendship, built on the solid ground of consideration for every segment of the people who make up the great Memphis territory. For the years ahead, WMCT pledges a continuance of the policies that have built these friendships. This is a great public trust, this business of telecasting; and those of you who are interested in converting these friends into your customers, can be sure WMCT in Memphis will continue having the finest in entertainment, the important events of each day, and the best in local talent, all keyed to the needs and best interests of its viewers.

Thus, can our friends become your friends.

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN NOVEMBER

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1. Highway Patrol (Ziv)	Mon.	7:00	WRCA-TV	11.5
2. Superman (Flamingo)	Mon.	6:00	WRCA-TV	12.8
3. Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	12.4
4. Waterfront (MCA-TV)	Tues.	7:30	WABD	12.3
5. Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	11.0
6. Death Valley Days (McC.-Erick'n.)	Wed.	7:00	WRCA-TV	10.4
7. D. Fairbanks Presents (ABC Film)	Wed.	10:30	WRCA-TV	10.2
Amos 'n' Andy (CBS Film)	Sun.	2:00	WCBS-TV	10.2
9. Great Gildersleeve (NBC Film)	Tues.	7:00	WRCA-TV	10.1
10. The Goldbergs (Guild)	Thurs.	7:30	WABD	9.6

LOS ANGELES — SEVEN-STATION MARKET

1. Waterfront (MCA-TV)	Tues.	7:30	KTTV	18.8
2. Superman (Flamingo)	Sat.	7:00	KTTV	17.8
3. Confidential File (Guild)	Sun.	9:30	KTTV	17.2
4. Life with Father (CBS Film)	Fri.	7:00	KNXT	16.0
Susie (TPA)	Sat.	8:00	KTTV	16.0
6. Badge 714 (NBC Film)	Sat.	7:30	KTTV	15.5
7. Death Valley Days (McC.-Erick'n.)	Sat.	7:00	KRCA	14.3
Amos 'n' Andy (CBS Film)	Sun.	5:30	KNXT	14.3
9. Life of Riley (NBC Film)	Mon.	8:30	KTTV	12.9
10. Science Fiction Theatre (Ziv)	Tues.	8:00	KTTV	12.6

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1. Hopalong Cassidy (NBC Film)	Sat.	6:00	WCCO-TV	23.4
2. Confidential File (Guild)	Sat.	10:00	WCCO-TV	22.2
3. Highway Patrol (Ziv)	Thurs.	10:00	WCCO-TV	16.7
4. Wild Bill Hickok (Flamingo)	Sat.	5:30	WCCO-TV	16.4
5. I Led Three Lives (Ziv)	Tues.	9:30	KSTP-TV	16.1
6. Sherlock Holmes (UM & M)	Sun.	9:30	KSTP-TV	15.9
7. Badge 714 (NBC Film)	Mon.	9:30	KSTP-TV	15.3
8. Studio 57 (MCA-TV)	Wed.	9:30	KSTP-TV	13.7
9. Buffalo Bill Jr. (CBS Film)	Sat.	11:30	WCCO-TV	12.3
10. Follow That Man (MCA-TV)	Fri.	10:30	KSTP-TV	11.9

SEATTLE-TACOMA — FOUR-STATION MARKET

1. Life of Riley (NBC Film)	Thurs.	7:30	KING-TV	36.4
2. Waterfront (MCA-TV)	Fri.	8:30	KOMO-TV	28.6
3. Annie Oakley (CBS Film)	Fri.	6:00	KING-TV	28.5
4. Badge 714 (NBC Film)	Fri.	9:30	KING-TV	28.0
5. Wild Bill Hickok (Flamingo)	Thurs.	6:00	KING-TV	25.2
6. Superman (Flamingo)	Tues.	6:00	KING-TV	24.7
7. Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	23.2
8. Cisco Kid (Ziv)	Sun.	6:00	KOMO-TV	20.6
9. Liberace (Guild)	Mon.	7:30	KING-TV	20.5
10. Western Marshal (NBC Film)	Wed.	6:00	KING-TV	19.5

CHICAGO — FOUR-STATION MARKET

1. Mayor of the Town (MCA-TV)	Sat.	10:00	WNBQ	25.3
2. Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	20.2
3. Cisco Kid (Ziv)	Sun.	5:00	WBKB	17.0
4. Highway Patrol (Ziv)	Thurs.	9:00	WBKB	16.6
5. Racket Squad (ABC Film)	Tues.	8:30	WGN-TV	16.5
6. Studio 57 (MCA-TV)	Tues.	10:00	WBKB	15.6
7. Superman (Flamingo)	Sat.	5:00	WBKB	15.3
8. Badge 714 (NBC Film)	Tues.	8:00	WGN-TV	14.9
9. Gene Autry (CBS Film)	Sat.	6:00	WBBM	12.5
10. Liberace (Guild)	Wed.	9:30	WGN-TV	11.8

WASHINGTON — FOUR-STATION MARKET

1. Superman (Flamingo)	Tues.	7:00	WRC-TV	21.4
2. Wild Bill Hickok (Flamingo)	Thurs.	7:00	WRC-TV	17.6
3. Badge 714 (NBC Film)	Fri.	7:00	WRC-TV	17.3
4. Amos 'n' Andy (CBS Film)	Tues.	7:30	WTOP-TV	16.2
5. Annie Oakley (CBS Film)	Fri.	7:00	WTOP-TV	16.1
6. Little Rascals (Interstate)	Wed.	7:00	WRC-TV	15.7
7. Waterfront (MCA-TV)	Tues.	10:30	WTOP-TV	13.8
8. Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	13.3
9. Grand Ole Opry (Flamingo)	Sat.	8:00	WMAL-TV	12.9
10. Science Fiction Theatre (Ziv)	Sun.	6:00	WMAL-TV	12.5

ATLANTA — THREE-STATION MARKET

1. Superman (Flamingo)	Wed.	7:00	WSB-TV	32.1
2. Amos 'n' Andy (CBS Film)	Sun.	7:00	WAGA-TV	26.1
3. Kit Carson (MCA-TV)	Tues.	6:00	WLWA	21.6
4. Buffalo Bill Jr. (CBS Film)	Wed.	6:00	WLWA	20.2
Waterfront (MCA-TV)	Fri.	7:00	WAGA-TV	20.2
6. Annie Oakley (CBS Film)	Mon.	6:00	WLWA	20.0
7. Grand Ole Opry (Flamingo)	Sat.	7:00	WAGA-TV	19.8
8. I Led Three Lives (Ziv)	Tues.	7:00	WSB-TV	19.0
9. Wild Bill Hickok (Flamingo)	Thurs.	6:00	WLWA	18.9
10. Racket Squad (ABC Film)	Sun.	7:00	WSB-TV	17.7

CLEVELAND — THREE-STATION MARKET

1. Waterfront (MCA-TV)	Wed.	7:00	WNBK	24.7
2. Annie Oakley (CBS Film)	Sat.	6:30	WXEL	23.3
3. Range Rider (CBS Film)	Sun.	7:00	WEWS	20.7
4. Secret Journal (MCA-TV)	Fri.	9:00	WEWS	16.6
5. Death Valley Days (McC.-Erick'n.)	Tues.	7:00	WXEL	16.3
6. Passport to Danger (ABC Film)	Tues.	10:30	WXEL	16.1
7. Follow That Man (MCA-TV)	Fri.	10:30	WEWS	15.7
8. Amos 'n' Andy (CBS Film)	Fri.	7:00	WNBK	15.6
9. Badge 714 (NBC Film)	Fri.	7:00	WXEL	14.6
10. Hopalong Cassidy (NBC Film)	Sat.	6:00	WXEL	14.2

BOSTON — TWO-STATION MARKET

1. Range Rider (CBS Film)	Sun.	7:00	WBZ-TV	31.1
2. Superman (Flamingo)	Fri.	6:30	WNAC-TV	26.9
3. I Led Three Lives (Ziv)	Mon.	7:00	WNAC-TV	26.6
4. Mr. District Attorney (Ziv)	Tues.	10:30	WNAC-TV	24.1
5. Wild Bill Hickok (Flamingo)	Tues.	6:30	WNAC-TV	23.1
6. Boston Blackie (Ziv)	Fri.	10:30	WNAC-TV	23.0
7. Waterfront (MCA-TV)	Sun.	7:00	WNAC-TV	22.7
8. Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	21.5
9. Patti Page (GAC)	Fri.	7:15	WNAC-TV	21.0
10. Badge 714 (NBC Film)	Wed.	6:30	WNAC-TV	18.8

DAYTON — TWO-STATION MARKET

1. Annie Oakley (CBS Film)	Fri.	6:00	WLWD	32.3
2. Kit Carson (MCA-TV)	Sun.	6:00	WLWD	31.5
Highway Patrol (Ziv)	Tues.	9:00	WHIO-TV	31.5
4. Man Behind the Badge (MCA-TV)	Fri.	10:30	WHIO-TV	30.7
Waterfront (MCA-TV)	Sat.	7:00	WHIO-TV	30.7
6. Range Rider (CBS Film)	Mon.	6:00	WLWD	27.2
7. Hopalong Cassidy (NBC Film)	Sat.	6:00	WHIO-TV	26.6
8. City Detective (MCA-TV)	Tues.	7:30	WHIO-TV	26.4
9. Wild Bill Hickok (Flamingo)	Thurs.	6:00	WLWD	25.5
10. Gene Autry (CBS Film)	Thurs.	7:00	WHIO-TV	24.2

'Richard III' Color Film To Debut on NBC-TV

NBC-TV plans to telecast in color another British feature film import, "Richard III," produced by Sir Laurence Olivier in association with Sir Alexander Korda, before it is released for showing in U. S. theatres.

NBC agreed a few months ago to pay $500,000 for tv rights to the film which it will slot 2-5 p.m. EST on March 10. The Saturday afternoon period was picked in the hopes of easing the way for sponsorship since time costs would be much lower then as compared with an original network intention to place the film on three hours of evening air time. In addition, NBC-TV had to consider the high costs of preemption of a three-hour time block in the evening.

This will be the second such venture by the network which last November programmed "The Constant Husband" also a Korda film, which starred Rex Harrison. As yet that picture has not been booked for U. S. theatres. "Richard III, has a star-sudded British cast: Sir Laurence, Sir John Gielgud, Sir Ralph Richardson and Sir Cedric Hardwicke.

Under the NBC-Korda arrangement, NBC reportedly will receive a maximum of $40,000 as its share in the theatrical receipts which accrue to the film's producers, once the feature is released to U. S. movie houses.

NBC had been reported last fall to have consummated an ownership pact with Joseph L. Mankiewicz, a major movie producer, with the network acquiring 50% interest [B•T, Nov. 14, 1955]. Terms of this arrangement were said to have included NBC financing of movies produced by Figaro Holding Co. (an independent firm operated by Mr. Mankiewicz).

CBS Newsfilm Report Shows 60 Station Coverage in '55

THE YEAR-END REPORT of 1955 activities issued last week by CBS Newsfilm highlighted expansion of the unit to the servicing of more than 60 stations throughout the world including 23 new outlets in the U. S. and four new markets abroad.

Subscribers outside the U. S., CBS Newsfilm said, cover stations in Japan, England, Colombia, Canada, Alaska, Cuba, Denmark, Hawaii, The Netherlands, Mexico, Puerto Rico, Sweden and Venezuela. The unit's more than 250 correspondents throughout the world sent in over 5,500 ft. of film daily, of which less than 500 ft. is selected for the daily news report and features, the news organization stated.

$40,000 Worth of Facts

CLAIMED to be one of the most expensive sets in tv history is a $40,000 replica of Los Angeles' new police administration building featured on NBC-TV's *Dragnet* series which began its fifth year Thursday night at its new time of 8:30-9 p.m. EST. Built by star-producer Jack Webb's Mark VII Ltd. Co. as a scale model of the new $8 million plus structure, the dummy building will show televiewers some of the police department's "new looks," including elevator buttons operated by heat instead of pressure, self-answering switchboards and closed-circuit tv for criminal identification. No gimmicks these—just the facts, ma'am.

KTTV HEAD OF PARADE

On New Year's Day, Southern California's great spectacle—The Tournament of Roses Parade—was televised by all 7 Los Angeles stations. It presented one of those rare occasions when *all* stations carried the same show at the same time—and five million viewers made their choice purely on the basis of *station* preference and *station* loyalty.

Here's what happened:

Station	ARB Rating*
KTTV	21.0
Channel B (local)	15.4
Channel C (network)	14.5
Channel D (network)	9.0
Channel E (local)	5.4
Channel F (local)	2.6
Channel G (network)	1.2

To the people who know the Los Angeles market, this dramatic demonstration of KTTV's local touch is no surprise. Put that local touch to work for you.

KTTV LOS ANGELES TIMES TELEVISION

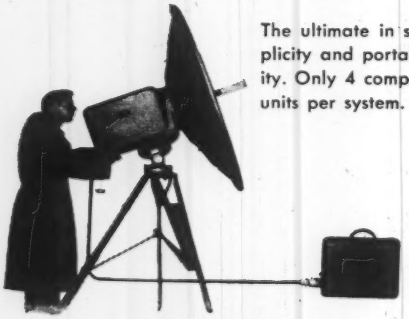
Represented by BLAIR-TV

*ARB 1650-call telephone coincidental, 9-11 A.M. PST

HERE ARE THE FACTS ABOUT TV MICROWAVE LINKS

Read this brief engineering report before you select this vital equipment

ITEM	Raytheon KTR-Series	Link "Q"	Link "S"	Link "T"
Available in both 100 mw and 1 watt for NTSC color?	YES	NO	NO	NO
Total number of tubes used?	59	87	72	68
Audio channel included in basic unit?	YES	NO	NO	NO
Color modification available for early monochrome models? Approximate cost (less shipping)	YES $350	YES $2,000	NO	NO
Field change of frequency, from 6,000 to 7,000 to 13,000 Mc.—without obsolescence?	YES	NO	NO	NO
Transmitter Monitor included?	YES	YES	NO	NO
Number of units for complete system?	4	5	5	6
Total weight of system (lbs.)	162	299	195	295



The ultimate in simplicity and portability. Only 4 compact units per system.

RAYTHEON

Excellence in Electronics

THE RAYTHEON KTR-SERIES*

Reliable, low-cost Microwave Links

KTR-100A—7,000 Mc.
Color and monochrome with simultaneous program audio

KTR-100B—6,000, 7,000, 13,000 Mc. For field–sequential color transmission

KTR-100E—6,000 Mc.
For common-carrier band, color transmission with program audio

KTR-100F—13,000 Mc.
First link available for this band, color transmission with program audio

KTR-1000A—7,000 Mc.
Powerful, one watt output, color transmission with program audio

KTR-1000E—6,000 Mc.
One watt for common-carrier band, color transmission with program audio

**In use by leading TV stations throughout the U.S.A.–names on request.*

For complete information write Dept. 6120.

RAYTHEON MANUFACTURING COMPANY

Equipment Marketing Division, Waltham 54, Mass.

OUTDATED MASKS SAID TO MAR SOME TV FILMS

Studio aide says many producers are unknowingly letting product identification and credits extend outside edge of home television screen by using unsuitable equipment in shooting of commercials.

A CLAIM that many tv producers unknowingly are using out-of-date masks to frame the shooting of their commercials and films—thereby causing product identification and credits to extend outside the edge of the home tv screen—has been made by Sol Dolgin, assistant to the president, Roland Reed-Gross Krasne Tv Commercials, California Studios, Hollywood.

Mr. Dolgin told B•T that the industry has failed to modernize its camera technique to meet the demands of the greater proportion of rectangular viewing tubes now in home receivers and as a result the sponsor is not getting his entire message across. He explained that the standard mask still used in tv filming was designed to fit the older round viewing tubes, which were considerably covered at each edge by the set maker to effect a rectangular screen.

When a commercial filmed for the old round screen is received on the newer rectangular tube, now in the majority, a good share of it is not visible because of the changed proportions, he said. "Often the viewer thinks his set needs adjusting when he can't get quite all of the picture," he explained, "but really what is wrong is that the film was made under an old-fashioned standard of masking that no longer applies."

Roland Reed-Gross Krasne cameramen have been alerted to film commercials well within the new proportions, he said. This new policy also is designed to meet the additional problem of varied projection standards in use among tv stations, he explained. "The projectionist always wants to avoid blank spots along the edge of his picture, so he crops off even more, and at each station it is different."

A Growing Problem

Dick Feiner, the company's vice president in charge of distribution, said he hoped the tv film industry would cooperate to solve the overlap problem, which he felt was becoming more noticeable even in live production. He said the sponsor is entitled to his full money's worth of commercial delivered in the viewer's home, not just on the film itself.

Mark Armistead, a major rental supplier of television film cameras in Hollywood, told B•T his firm became concerned about the masking problem three years ago and spent six months of research on the subject but could not convince the industry a change was necessary. He said the view finders of his cameras have been modified to show both the standard theatre scale and the proper tv proportion. It costs $200 to modify each camera, he said.

W. F. Kelley, managing director of Motion Picture Research Council, explained the picture-area issue has been under study for many years and a compromise mask was agreed upon several years ago and adopted by the American Standards Assn. last year. He admitted it was based on the round-tube concept, but said producers usually are aware of the differences in station projection standards and variances in the home receiver screen, hence are "conservative" in their filming to take care of them. Mr. Kelley said three concepts are employed in describing picture area: projection area, useful action area and useful insert area.

He acknowledged that the variations of practice in filming and projection are difficult to resolve in any compromise standard, but said the other big problem is what the set owner does to his viewing area through adjusting of the various controls. That is a factor that is hard to standardize, he indicated.

Tv Into Books

BECAUSE of continuing demand for scripts of its *Science in Action* tv series, originating at KRON-TV San Francisco and distributed nationally by Television Programs of America, California Academy of Sciences is publishing a series of illustrated books based on the programs. First volume, titled "Science in Action" TV Library, is due off the press Jan. 15; second volume, April 15. Books are published for Academy by Merlin Press, New York, will sell for $3.50 each.

Five Account Executives Appointed in TPA Expansion

ADDITION of five account executives to the sales staff of Television Programs of America, New York, was announced last week by Michael M. Sillerman, executive vice president, as part of an expansion program.

New staff members are Bennet H. Korn, formerly sales executive for Du Mont-owned television stations, assigned to TPA's newly-created New York City division; Francis A. O'Driscoll, previously eastern and central sales manager for Official Films, who will have a roving assignment for TPA; Dave Baylor, formerly vice president of KCSJ-AM-TV Pueblo, Colo., assigned to the Cleveland territory; Walt Plant, formerly manager of the Horace Heidt orchestra, assigned to cover the Northwest, and David Willis, most recently with Ziv Television Programs, appointed TPA's Detroit representative.

Roach Predicts Record Year For Tv Film Studios in '56

WITH more than $9 million of tv film production scheduled and $4 million more in the planning stage, Hal Roach Jr. sees a record year in 1956 for Hal Roach Studios, Hollywood.

Plans have been approved for construction of two new sound stages to augment the seven now in use at Roach. The stepped up production activity, which includes the production of seven series and preparations to film five new properties, will result in a 25% increase in personnel, Mr. Roach said.

He expects to see two definite trends during 1956: (1) The entrenchment of the one-hour dramatic anthology on film, which will demand a completely different technique and will come close to the feature-length movie. (2) Acceptance of film shows for daytime programming, with two and three hour programming on film becoming a reality.

Selznick Movie to NTA

NATIONAL TELEFILM Assoc., New York, has announced it has acquired "Intermezzo," starring Ingrid Bergman and the late Leslie Howard, from David O. Selznick, raising the number of Selznick feature films purchased by NTA to 11.

KPRC-TV
FIRST IN HOUSTON
with 17 out of 20* top nighttime shows
OCTOBER AND NOVEMBER

1. George Gobel KPRC-TV
2. Hit Parade KPRC-TV
3. Robert Montgomery KPRC-TV
4. Medic KPRC-TV
5. $64,000 Question Station C
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20. Wyatt Earp Station B

* ARB — October, November, 1955

KPRC-TV
HOUSTON · CHANNEL 2
JACK HARRIS
Vice President & General Manager
Nationally Represented By
EDWARD PETRY & CO.

KPRC-TV

FIRST IN HOUSTON

with 17 out of 20* top nighttime shows

OCTOBER AND NOVEMBER

1. George Gobel	KPRC-TV
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THE *Bowling With the Champs* film series is being carried on WTMJ-TV Milwaukee by A. W. Ryan, Oldsmobile dealer of that city. At the contract signing are (seated) A. W. Ryan (l), head of the automobile concern, and Neale V. Bakke, WTMJ-AM-TV sales manager. Standing (l to r) are Thomas Croke, account executive of Dayton, Johnson & Hacker Agency; Fred Kress, secretary of the Milwaukee and Wisconsin Bowling Proprietors' Assn.; Blaine Walsh, WTMJ-TV sports announcer on the program, and William Tulloch, WTMJ-TV account executive.

Ginsburg Leaves Studio Films

NORMAN S. GINSBURG resigned as director of advertising and sales promotion for Studio Films Inc., New York, last Friday, and will announce future plans after his return from a brief vacation. Studio Films has not named a successor to Mr. Ginsburg, who joined the company in 1954 after service as manager of advertising and promotion for the DuMont Television Network and with Mutual's promotion department.

FILM SALES

Cheryl Tv Corp., L. A., sold feature package in 18 markets during December.

Sherwin-Williams Co. (paints) and **Dominion Rubber Co.,** both Toronto, have bought MCA-TV's *Dr. Hudson's Secret Journal* tv film series in 15 Canadian markets. Starting in March, series will be carried on CBC stations in Halifax, Toronto, Kensington, London, Ottawa, Sudbury, Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Vancouver, St. John, Montreal and Moncton. Series currently is set in more than 150 markets in U. S. and Canada.

National Telefilm Assoc., N. Y., reports its three Christmas films, *Lamb in the Manger, Man's Heritage* and *Christmas Carols,* were sold to 152 tv stations for showing during holiday season.

Associated Artists Productions, N. Y., reports sale of 28 feature films from company's "Movieland" package to WBZ-TV Boston for showing on station's new feature film period on Sunday afternoon.

FILM PRODUCTION

Parsonnet & Wheeler Inc., Long Island City, N. Y., has signed Ted Mills, executive producer at NBC-TV, to create new half-hour tv film program, tentatively titled *Reporter's Playhouse,* which will be prepared in association with *True* magazine. Mr. Mills retains his association with NBC-TV.

FILM DISTRIBUTION

Veterans of Foreign Wars announces distribution of 26-minute motion picture, "The Magic Bond," to television stations in advance of National VFW Week, Jan. 22-28.

New York-owned WNYC film unit is offering to stations its latest half-hour documentary film, "Our Senior Citizens," which outlines problems of the aged and how New York City is meeting their needs. Film, being presented on N. Y. commercial tv stations, will be made available for showings on stations across country and for screenings by welfare, civic and fraternal organizations.

Columbia U.'s Center for Mass Communications, N. Y., will distribute free series of eight documentaries on U. S. Social Security program to radio stations on request. Distribution, scheduled to start Jan. 1, will be handled by Social Security Administration district offices throughout U. S. Series, produced by Columbia U. and titled *At the Crossroads,* will star Faye Emerson and will feature Charles I. Schottland, Commissioner of Social Security, as closing speaker.

Hollywood Television Service Inc., N. Hollywood, announces release Feb. 1 of 13 new 26½-minute subjects, *The Adventures of Dr. Fu Manchu,* available for local, regional or national sponsorship. Series is based on Sax Rohmer stories, directed by William Witney and Franklin Adreon and produced by Morton W. Scott.

Studio Films Inc., N. Y., is making available to tv stations 130 Studio Telescriptions musical films in Kodachrome color, leasing them as library for unlimited use. Firm also leases 1,100 musical films in black and white.

United World Films, N. Y., subsidiary of Universal-International, is making available to stations 10-minute color film tracing birth and

growth of American Stock Exchange. Film is edited version of 22-minute film, "Behind the Ticker Tape," produced by United World Films for release to theatres and non-commercial exhibitors.

Princeton Film Center Inc., Princeton, N. J., has produced "Faster Than You Think," 13½-minute narrated film about jet engine for Westinghouse Electric Corp. Company says film is available for tv.

National Telefilm Assoc., N. Y., offers local tv stations quarter-hour film, titled "Washington at Valley Forge," for showing before or on Washington's birthday.

National Telefilm Assoc., N. Y., is offering stations library of seven five-minute tv film series, totalling 366 episodes. Program titles are: *Health and Happiness, Amy Vanderbilt's Etiquette, Baby Care, Household Hints, Design for Living, Payman's Call to Prayer* and *M.D.*

N. Y. State Dept. of Commerce announces availability of several hundred 16mm sound films for free loan to businesses, schools, civic and service organizations. 1955-56 *Film Library Catalogue* also contains list of films cleared for N. Y. tv stations and is available from department at 122 State St., Albany 7.

FILM RANDOM SHOTS

Tomoda Productions chosen as new name for Outpost Productions, company filming *Frontier* series at Hal Roach Studios.

Les Lear Productions Corp., Chicago, opening new Hollywood office as an adjunct to Hotel Sherman, Chicago, headquarters. New quarters will be located at ABC Hollywood studios, 1539 N. Vine St.

FILM PEOPLE

David Shattuck, treasurer, Technicolor Motion Picture Corp., named treasurer of Technicolor Inc.

Roger Kay, television and legitimate theatre producer-director, signed to directorial contract by Screen Gems Inc., Hollywood.

Robert Firestone, film editor, Transfilm Inc., N. Y., and **Evelyn Diamond,** animation artist, Famous Studios, N. Y., married, Jan. 1.

NEW to WMCT-TV Memphis, Tenn., is NBC Film Div.'s *Badge 714.* Signing a contract for the syndicated program, which began on the station last week, is Russ Bramblet, general manager of Bramblet-Lane Pontiac Dealers, Memphis, with Cris Noell (l), WMCT-TV account executive, and Earl Moreland, station manager.

—PROGRAM SERVICES—

34 TVS IN 29 CITIES LINKED BY BELL IN '55

AT&T subsidiary reports it now connects 391 stations in 262 communities for television service, cities expansion in color service. Blue note: it says rates fail to cover costs and provide adequate return.

NETWORK SERVICE was extended to 34 additional stations and 29 cities in the U. S. during the past year, bringing the total to 391 tv outlets in 262 U. S. cities now linked by more than 70,000 channel miles of Bell System facilities.

An even greater expansion was realized in color network tv with 51 stations and 33 cities equipped for color transmission in 1955, bringing the total color link to 190 stations in 134 cities via 51,000 channel miles.

These figures were disclosed last week in a special 1955 summary by the Long Lines Dept. of American Telephone & Telegraph Co.

At the same time, the department released a new booklet entitled, "The Bell System and Television," which presents various facts and figures on the Bell Telephone System's role in tv.

Among the data:

• "Bell System now has about $250 million invested in plant and equipment used solely for tv network service—an amount roughly equal to the total investment of the television industry in broadcasting stations." This figure, it was explained, includes investment in local channel facilities, and, the Bell System estimated, amounts to about $700,000 for each tv station connected.

• "With minor changes, the 1948 rates have continued in use," although the Bell System claimed that "they still are not sufficient to cover all the costs of the service and provide an adequate return on the money invested in television service."

• In 1954, the Bell System's return on its investment in tv network facilities was 3% compared with the 6% earned on its total capital devoted to other services. Commenting on the eight hour daily minimum service period, Bell said it had predicated an adequate return on investment on the attainment of 16 hours a day usage. In 1954, it said, the average daily usage was "just over 12 hours."

• In 1954, latest year in which breakdowns were made available, 30% of 69,000 channel miles then provided was coaxial cable and 70% radio relay compared to 3,600 channel miles in 1948 when 77% was coaxial cable and only 23% radio relay.

Long Lines noted that the World Series as well as a number of football games were telecast in color for the first time. The Bell System reported an increase in the use of closed-circuit tv with the largest inter-city hookup provided for the Marciano-Moore title fight when 133 outlets in 90 cities received the telecast.

Sales Executives to Watch Consumer Interviews on Tv

MORE than 1,000 sales executives will "eavesdrop" on typical interviews of consumers based on case studies in a closed circuit tv session held at an American Management Assn. conference meeting Feb. 6-8 at the Hotel Statler in New York, during which AMA will focus at-

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tention on motivational research.

Explored will be the questions of what makes consumers buy certain products and what the sales executive can learn through actually watching point of sale purchases.

In one of the meetings, the role of advertising will be examined by a speakers group including Vergil D. Reed, vice president, J. Walter Thompson Co., New York, and Ray A. Rich, vice president of Philco Corp.'s Appliance Div., Philadelphia.

PROGRAM SERVICE SHORTS

Charles Michelson Inc., N. Y., has released two new transcribed radio series, *The Clock* and *Famous Jury Trials,* based on dramatic shows formerly heard on networks. Each includes 52 half-hour programs accommodating five commercials.

Upjohn Co. (pharmaceuticals), Kalamazoo, Mich., will bring medical "bedside instruction" beginning Jan. 18 to nation's physicians via closed circuit tv from Tufts U. School of Medicine, New England Medical Center and Boston's City Hospital. More than 50 major cities will be connected for initial telecast from Boston which is being arranged for Upjohn by William Douglas McAdams Inc., N. Y.

RCA Thesaurus reports following stations have signed for its radio transcription library service: WJPF Herrin, Ill.; WMEG Eau Gallie, Fla.; WWST Wooster, Ohio; WNDU Notre Dame, Ind.; KBON Omaha, Neb.; WKJF-FM Pittsburgh; WMTR Morristown, N. J., and KWEW Hobbs, N. M. Also being offered by RCA subsidiary: *Frank Luther Fun Show,* planned for flexible broadcast use in segments of 5, 10, 15, 30 or 60 minutes. Show features songs, jokes, stories, limericks, jingles and other material.

Texture-Flex Div., Chester Rakeman Scenic Studios Inc., N. Y., has issued catalog showing uses of Texture-Flex composition materials for dramatic backgrounds and displays. Catalog shows lightweight simulations of wood, stone, brick, hedges, etc., made from Texture-Flex, which comes in sheet form or already molded into stage-set parts.

Sesac Inc. has added choral-music publishing organization of Max T. and Beatrice P. Krone to its roster of Sesac publisher affiliates. Also new to Sesac are Chantry Music Press Ltd., Fremont, Ohio, and C. Albert Scholin & Sons Inc., St. Louis.

French Government Tourist Office, N. Y., is offering on free loan to tv stations eight slides showing Paris and French provinces. Slides are 3¼x4 in. for rear screen projection. Inquiries may be addressed to office at 610 5th Ave.

Roy Rogers Enterprises and **Dale Evans Enterprizes** have moved headquarters from Hollywood to Beverly Hills, Calif., at 357 N. Canon Dr. They share premises with Osborne & Ward, business management firm representing Mr. Rogers and Miss Evans.

PROGRAM SERVICE PEOPLE

William E. Fox Jr., television and radio station relations representative for ASCAP, appointed district manager of society's Chicago office. **Martin Meltzer** appointed supervisor of central division's St. Louis headquarters and offices in Chicago, Minneapolis and Des Moines.

AGENDA SET UP FOR RTES SERIES

Timebuying and selling seminars to resume Jan. 17 in New York. FCC's Lee will discuss 'The FCC Looks at Commercial Broadcasting' as feature of Feb. 21 session.

SECOND series in the Radio & Television Executives Society's 1955-56 timebuying and selling seminar, to open Jan. 17, will feature panelists and speakers who are high-ranking authorities in their respective specialized fields, RTES officials reported last week. Subjects for the eight weekly luncheon sessions range from rating services to program trends, agency timebuying concepts and the FCC's views on commercial broadcasting.

Launched a year ago by RTES and expanded this season, the seminar project was designed for the benefit of both timebuyers and salesmen, and has attracted substantial audiences. In the current seminar the first series of sessions, which ended last month, was intended primarily for "new recruits" in timebuying and selling and accordingly dealt with subjects of general knowledge and interest. The second series is designed to cover "advanced, specialized and controversial subjects of concern to timebuyers and sellers."

FCC Comr. Robert E. Lee will discuss "The FCC Looks at Commercial Broadcasting" at the Feb. 21. session.

The complete agenda and participants for the series, worked up under the direction of a committee headed by co-chairmen Mary L. McKenna, WNEW New York, and Frank E. Pellegrin, H-R Representatives, are as follows: (to be held at New York's Shelton Hotel, with luncheons at 12:15 p.m. and seminar sessions from 1 to 2 p.m.);

Jan. 17—Radio Rating Services. Panelists: James Knipe, president, C. E. Hooper Inc.; Dr. Sydney Roslow, director, The Pulse, and E. P. H. James, vice president, A. C. Nielsen Co.

Jan. 24—Television Rating Services. Panelists: James Seiler, president, American Research Bureau; Dr. Sydney Roslow, director, TelePulse, and George Blechta, vice president, A. C. Nielsen Co.

Jan. 31—What's With Spot? Panelists: David Mahoney, president, David J. Mahoney Inc.; Robert Eastman, executive vice president, John Blair & Co., and Volney F. Righter, vice president, Harrington, Righter & Parsons.

Feb. 7—Motivation Research in Radio and Television. Speaker: Lester Frankel, vice president, Alfred Politz Research Inc.

Feb. 14—Network Program Trends: *Monitor* vs. Segmentation Concepts. Panelists: Arthur Hull Hayes, president, CBS Radio Network, and Charles T. Ayres, vice president in charge of the NBC Radio Network.

Feb. 21—The FCC Looks at Commercial Broadcasting. Speaker: Comr. Robert E. Lee.

Feb. 28—The Proposed National TelePrompTer Network. Panelists: Irving B. Kahn, president, Herbert W. Hobler, sales vice president, and Hubert J. Schlafly, engineering vice president, TelePrompTer Corp.

March 6—The All-Media Buyer vs. the Timebuying Specialist. Panelists: William E. Matthews, executive assistant to the director of media relations, Young & Rubicam, and Arthur Pardoll, director of broadcast media, Foote, Cone & Belding.

AGAIN...UP-TO-DATE FIGURES AND MAPS ON

RADIO & TELEVISION COVERAGE

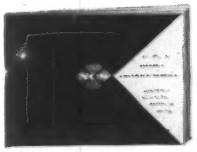
To give you the facts and figures you need to *prove* the effective coverage of your station or network, A. C. Nielsen is now launching Nielsen Coverage Service No. 2 (NCS No. 2). Here, in concise, easy-to-use forms are the facts that will make it possible for you to answer such questions as:

How big is your station's 1956 market—how many homes are there in the area; how many have radio; how many have TV?
How many families currently listen to your station or network?
In what counties or groups of counties are these families located?
How frequently do these families listen or view, and how loyal are they to your station?
How effective is your competition—how well are other radio and TV stations serving your home market?
How does radio and TV ownership in your territory compare with other areas in the U.S. ...by number and type of sets owned...by their location in the home...in the car?
How much out-of-home listening or viewing is there in 1956?
And many more answers of great importance to all who must prove their position in competitive radio or TV markets.

NCS No. 2 arms you with up-to-date (1956) facts backed by Nielsen's established reputation in the field. These are facts Time-Buyers recognize and accept. They form a sound, unchallengeable foundation for your sales story.

Big discounts for charter subscribers. The price of NCS No. 2 to broadcasters is determined by the station's (or network's) own card rates. This puts this comprehensive study within reach of all...from the smallest of stations to the largest of networks. And if you subscribe to NCS No. 2 by January 15, you can earn discounts of 15% or more.

Nielsen Coverage Service No. 2



Send now for full details and agreement form
Just ask for a copy of the "Outline of NCS." This brochure describes in full the purpose, scope, methods, report forms, acceptance, rate structures and timetable of NCS No. 2. Send today, so you can take advantage of the big savings for prompt action.

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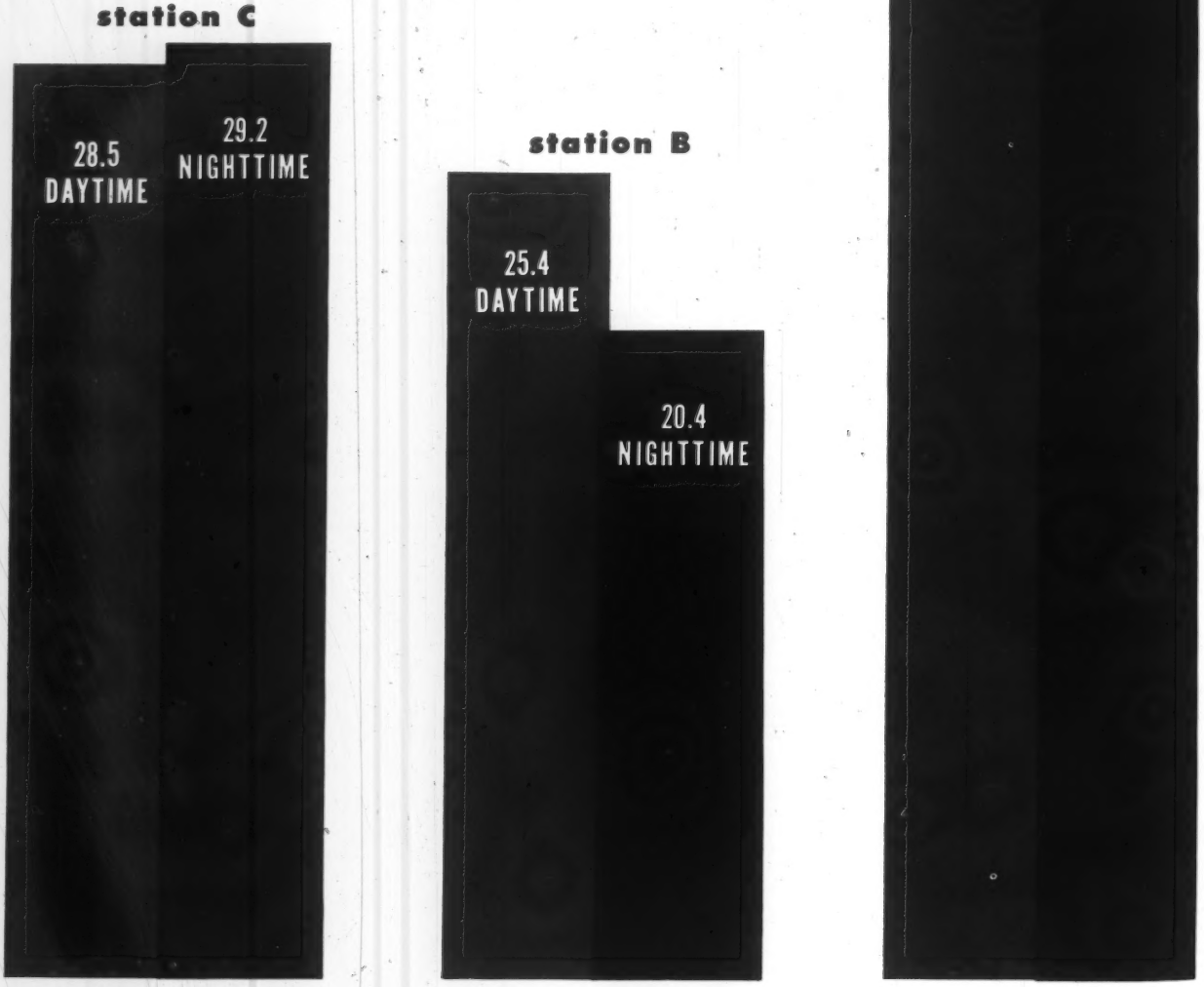
KPRC-TV

FIRST* IN HOUSTON DAY and NIGHT!

***SHARE OF AUDIENCE ARB - NOV., 1955**

(Daytime • Monday through Friday • Sign On—5:00 p.m.)

(Nighttime • Sunday through Saturday • 6:30 p.m. - 10:30 p.m.)



KPRC-TV FIRST IN HOUSTON HIT PARADE

with 17 of 20 top nighttime shows (October AND November ARB—1955)

KPRC-TV HOUSTON 2

CHANNEL

1. George Gobel	KPRC-TV
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3. Robert Montgomery	KPRC-TV
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NARTB Group to Study Revision of Radio Code

REVISION of the NARTB Standards of Practice, designed to develop an identifying symbol for subscribing radio stations and possibly add enforcement devices, will be considered at Thursday-Friday meetings to be held this week at NARTB Washington headquarters.

Walter E. Wagstaff, KIDO Boise, Idaho, committee chairman, will act Thursday as head of a special implementation subcommittee. The full standards committee will meet Friday. Serving on the subcommittee are Carleton Brown, WTVL Waterville, Me.; Cliff Gill, KBIG Avalon, Calif., and Worth Kramer, WJR Detroit. They also are members of the full committee, along with Ralph Evans, WOC Davenport, Iowa; Paul Fry, KBON Omaha, Neb.; William B. McGrath, WHDH Boston, and Cecil Woodland, WEJL Scranton, Pa.

The Employer-Employe Relations Committee will meet Tuesday, with Chairman Leslie C. Johnson, WHBF-TV Rock Island, Ill., presiding. The meeting will be held at the Mayflower Hotel, Washington. Other committee members are Herbert Evans, Peoples Broadcasting Corp., Columbus; Philip G. Lasky, KPIX (TV) San Francisco; Ben Ludy, WIBW-TV Topeka, Kan.; Herbert R. Ohrt, KGLO-TV Mason City, Ia.; S. R. Sague, WSRS Cleveland Heights, Ohio; Calvin J. Smith, KFAC Los Angeles; C. L. Thomas, KXOK St. Louis; Donald W. Thornburgh, WCAU-TV Philadelphia; Mortimer Weinbach, ABC; William Fitts, CBS; William Regan, MBS, and B. Lowell Jacobsen, NBC.

A meeting of the Television Film Committee will be held Thursday at NARTB headquarters. Members are Harold P. See, KRON-TV San Francisco, chairman; Paul Adanti, WHEN-TV Syracuse; Joseph L. Floyd, KELO-TV Sioux Falls, S. D.; Elaine Phillips, WSPD-TV Toledo; Irving Rosenhaus, WATV (TV) Newark, N. J., and Raymond Welpott, WRGB (TV) Schenectady, N. Y.

Quarterly NARTB Magazine Favored at Committee Meet

A QUARTERLY MAGAZINE reviewing social, educational, economic and technical news of the television industry, designed to serve as a promotion journal for viewer reading, would be published by NARTB under a plan favored Thursday by the association's Television Information Committee. Jack Harris, KPRC-TV Houston, is committee chairman.

The initial issue would run 5,000 copies, with member stations ordering additional copies for local distribution, under the plan. The recommendation goes to the NARTB Television Board at its Feb. 1 meeting. Background articles and facts about tv programs, plus reprints of published material dealing with the medium, would be included.

President Harold E. Fellows and Edward H. Bronson, director of tv code affairs, reported to the committee on rising importance of the code. Mr. Fellows said Joseph M. Sitrick, publicity-information manager, will work with the tv code staff in developing a wider effort to inform the public about code operation and self-regulation. The committee felt the code is the best answer to tv program critics.

Attending the meeting, besides Chairman Harris, were Gordon Gray, WOR-TV New York; Payson Hall, Meredith stations; C. Howard Lane, KOIN-TV Portland, Ore.; Donald H. McGannon, Westinghouse Broadcasting Co.; D. Lennox Murdoch, KSL-TV Salt Lake City; Sydney Eiges, NBC-TV New York; Charles J. Oppenheim, CBS-TV New York. Absent were Charles Crutchfield, WBTV (TV) Charlotte, N. C.; D. L. Provost, WBAL-TV Baltimore; A. L. Seton, ABC-TV, and George B. Storer Jr., Storer Broadcasting Co. Representing NARTB's staff, besides Messrs. Fellows, Bronson and Sitrick, were Thad H. Brown, tv vice president; Vincent T. Wasilewski, government relations manager; Robert K. Richards, consultant, and Dan W. Shields, assistant to Mr. Bronson.

Folsom Represents Media For National Laugh Week

FRANK FOLSOM, RCA president, will represent the radio-tv industry on the advisory committee of the National Laugh Foundation of the National Assn. of Gagwriters along with 20 other business executives during the organization's observance of the 11th annual National Laugh Week, April 2-8.

Mr. Folsom will be joined by such radio-tv veterans as Jimmy Durante, Harry Hershfield, producer John Guedel, sportscaster Herman Hickman and gagwriters Jay Burton and Stan Dreben.

The organization, which sponsors the Comedy Workshop in New York, training ground for radio-tv gagwriters, also will conduct a special poll among its members for the top comedian and comedienne of the year. (Last year's winners were George Gobel and Judy Holliday).

Men Who Know Akron Best*
BUY MOST ON WAKR
(Ask Us To Prove It To You)

*AKRON'S LARGEST DEPARTMENT STORE
*AKRON'S LARGEST SUPER-MARKET CHAIN
*AKRON'S LARGEST BANK CHAIN
*AKRON'S LARGEST AUTO DEALERS

IN AKRON
WAKR is 1ST
IN LOCAL AND NATIONAL SALES

ALL OF THESE BUSINESS LEADERS also run substantial program schedules on WAKR-TV

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WAKR
RADIO-TELEVISION CENTER — 853 Copley Road — Akron 20, Ohio

Call for Candidates

THE CALL has gone out to new eligibles for Radio's Old Timers—an organization made up largely of manufacturers and distributors, similar to that for broadcasters (Radio Pioneers). Those who will record 20 years of industry activity in 1956 are being asked to join the group in time for a special reception to be held during the 1956 Electronic Parts Distributors Show in Chicago in May. Officers of Radio's Old Timers are Charley Golenpaul, Aerovox Corp., president, and Sam Poncher, Newark Electric Co., secretary.

Electronics Industry Plans National Electrical Week

THE first National Electrical Week, sponsored by the National Electrical Mfg. Assn., National Appliance and Radio-Tv Dealers Assn., Edison Electric Institute and other organizations representing electric utilities, and industries, will run from Feb. 5 to Feb. 11 ending on the birthday of Thomas A. Edison.

In revealing the week's plans, Merrill E. Skinner, vice president, Union Electric Co., St. Louis, and chairman of the National Electrical Week committee, said, "this is the first gigantic public celebration undertaking of the third largest U. S. industry . . . designed to bring home to Americans the vast importance of electricity and its many uses," and urged cooperation of radio-tv manufacturers and broadcast media executives in making this first celebration a success. He said data on how the radio-tv industry may take part in the week-long celebration can be obtained from Arthur W. Hooper, executive director, National Assn. of Electrical Distributors, 290 Madison Ave., New York 17.

Clothing Retailers Will See Special RCA-NBC Color Pitch

WEDNESDAY afternoon's session of the National Retail Dry Goods Assn. four-day convention, which starts today (Monday) at the Hotel Statler, New York, will be devoted to an RCA-NBC color tv presentation.

The closed circuit telecast, titled "Wide Wide Window" and featuring Arlene Francis, will demonstrate how color tv can be used profitably in merchandising and advertising by top retail merchants in the country. Speaking before and after the demonstration will be Frank M. Folsom, RCA president, and Robert A. Seidel, executive vice president of RCA Consumer Products.

Also planned for the NRDGA's 45th annual convention is an open forum discussion Thursday afternoon on the subject of "Getting the Most of the Display and the Radio Dollar," which is expected to deal mainly with use of radio within stores.

IRE Plans Oklahoma Meet

EIGHTH Annual Southwestern Regional Institute of Radio Engineers' Conference and Electronics Show has been scheduled for Feb. 9-11 at Oklahoma City.

35 Radio Stations Join Texas Assn. Promotion

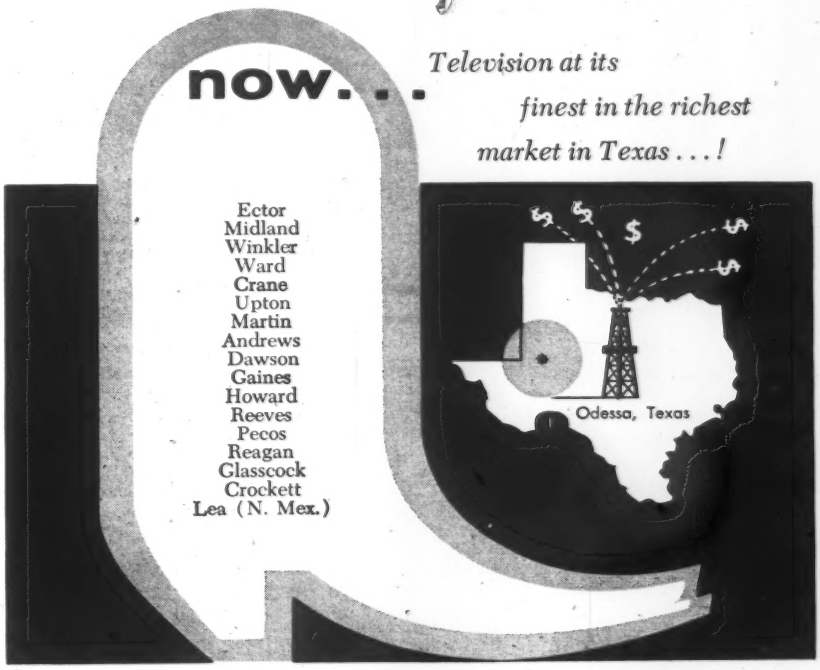
LATEST figures show that 35 radio stations (excluding Dallas, Ft. Worth and Houston, and including one in Colorado) have ordered materials prepared by the Texas Assn. of Broadcasters for a statewide radio promotion during 1956. The plan was outlined during the TAB meeting last November [B•T, Nov. 21, 1955].

The seven Dallas stations have joined forces to promote the program during the first nine months of 1956 [B•T, Dec. 26, 1955]. The 35 stations to order materials include:

KRBC and KWKC Abilene, KVLF Alpine, KBUD Athens, KNOW and KVET Austin, KDSX Denison, KURV Edinburg, KGAF Gainesville, KGVL Greenville, KPET Lamesa, KLTI Longview, KTRE Lufkin, KMHT Marshall, KGNB New Braunfels, KPLT Paris, KPAC Port Arthur, KRFD Rosenberg, KENS, KITE, KMAC, KONO, KTSA and WOAI, all San Antonio, KRRV Sherman, KSNY Snyder, KSST Sulphur Springs, KCMC Texarkana, KVOU Uvalde, WACO Waco, KTRN Wichita Falls, KIMP Mt. Pleasant, KIUN Pecos and KVFC Cortez, Colo.

Sweeney to Address Ad Club

KEVIN B. SWEENEY, president of Radio Advertising Bureau Inc., will speak before the Advertising Club of Philadelphia Thursday at a luncheon meeting at the Adelphia Hotel in that city. In his talk, "The Un-Siamese Twins," Mr. Sweeney will discuss the current relationship between radio and television.



Here's pulling power in a market where per-family effective buying incomes exceed the national average by $1,187.00 each year*. A CBS-TV primary affiliate, KOSA-TV offers adjacencies with top-rated shows beamed at the high-income working class in and around Texas' fastest-growing city. It's the heart of the nation's biggest oilfield.

Write or wire today for full details including rates and availabilities.

KOSA • TV (CBS)

Channel 7 • Odessa, Texas

Representatives: John E. Pearson • Television, Inc.

*KOSA-TV coverage per-family effective buying income:	$6,461.00
National average per-family effective buying income:	5,274.00
	1,187.00

Sales Management Report, May 10, 1955

L'HEUREUX MOVE TO FCC POST IMPENDING

Republican counsel for Senate's network probe is headed for assignment as FCC legislative liaison.

ROBERT L'HEUREUX, Republican counsel for the Senate Interstate & Foreign Commerce Committee's investigation of tv networks and uhf-vhf troubles, last week was ready to move over to the FCC as legislative liaison, but the transfer was being held up while the Commission sought for a way to give him a salary substantially equivalent to his present one.

MR. L'HEUREUX

Mr. L'Heureux' transfer to the FCC to become liaison between that agency and Capitol Hill was being held up while the FCC sought a means to give him a Civil Service grade (GS-16) which would be only $700 less than the present $13,600 he receives as a top-salaried counsel on the Senate committee. The FCC has no GS-16 vacancy at present and is conferring with Civil Service Commission officials for creation of that grade within the FCC.

The impending move of Mr. L'Heureux to the FCC comes in a matter of days before the Senate Commerce Committee begins hearings, Jan. 17. Members of the FCC itself are scheduled to be first on the witness stand.

Committee Chairman Warren G. Magnuson (D-Wash.) only three weeks ago [B•T, Dec. 26, 1955] named Kenneth A. Cox, a Seattle attorney, as majority counsel for the probe, filling a vacancy created several months ago by the resignation of Sidney Davis.

Mr. L'Heureux' services were requested by FCC Chairman George C. McConnaughey, acting upon recommendations made last summer by a Senate Appropriations subcommittee. Technically, Mr. L'Heureux' status will be that of administrative assistant to Chairman McConnaughey—a position provided for in the Communications Act—but he would be assigned legislative liaison functions.

The appointment is not to be confused with that of executive director or "expediting officer" of the FCC, advocated by Chairman McConnaughey and now involved in intermural controversy.

Mr. L'Heureux said last week he was "glad to round out my experience with service in the executive branch of government." All his previous government service has been in the legislative branch.

The FCC's authority for creating the new legislative liaison position comes from a report last summer by the Senate Appropriations Committee's Independent Offices Subcommittee, also headed by Sen. Magnuson.

The appropriations group, in approving a $6,870,000 fiscal 1956 budget for the FCC last summer, recommended that the FCC and other regulatory commissions "maintain a closer liaison with the Congress." The report said the Senate group "has noted with concern a steady deterioration of the relationship between the quasi-judicial, quasi-legislative boards and commissions and the Congress." These agencies, the report said, are "arms of the Congress" and therefore should maintain closer liaison with the legislative body.

Such liaison, the report said, should not be concerned primarily with presentation of testimony on pending legislation, but rather with performance of the dual service of keeping the Congress informed of the work of the respective agencies and to provide a "convenient source" where congressmen may secure prompt answers to inquiries from constituents for information, copies of decisions or rulings. The liaison officer, the report added, also could keep his agency up-to-date on legislation and congressional activity affecting that agency and serve as a personal contact with congressmen and the various committees.

To Commerce Committee in '53

Mr. L'Heureux originally joined the staff of the Senate Commerce Committee at the beginning of the 83rd Congress in 1953, becoming chief committee counsel under chairmanship of the late Sen. Charles Tobey (R-N.H.). Mr. L'Heureux, also from New Hampshire, previously had served as chief counsel of the Senate Banking & Currency Committee. He also has served as counsel to the Joint Congressional Committee on Defense Production.

Upon Sen. Tobey's death in 1953 [B•T, July 27, 1953], Mr. L'Heureux became counsel for the Senate Commerce Committee's Business & Consumer Interests Subcommittee, and remained on the parent committee, when Democrats won control of the 84th Congress, to perform various committee jobs in behalf of GOP members.

As GOP counsel for the tv investigation, he succeeded Robert F. Jones, Washington radio-tv lawyer and former Ohio congressman and FCC member. Mr. Jones joined the committee in the summer of 1954 under the chairmanship of Sen. John W. Bricker (R-Ohio) and resigned after submitting a progress report [B•T, Feb. 21, 1955].

Mr. L'Heureux is a graduate of St. Anselm's College, Manchester, N. H. (1934) and the Georgetown U. (D. C.) Law School (1938). He holds master's degrees from Georgetown U. and George Washington U. (D. C.) and a Litt. B from the U. of Montreal.

Education Group Approves Joint Operation Request

REQUEST by WJPB-TV Fairmont, W. Va., for FCC rule-making which would change educational ch. 5 at Weston, W. Va., to a joint educational-commercial channel has received support from an educational group. WJPB-TV has suspended operation on uhf ch. 35.

The West Virginia Research Center Inc., which by its charter is authorized to operate and promote an educational tv station, asked the Commission to rule favorably on WJPB-TV's request. The center had protested WJPB-TV's original petition to have ch. 5 designated as commercial.

J. Patrick Beacom, president of WJPB-TV, amended the petition to specify joint educational-commercial operation. Mr. Beacom's operational plans in the amended petition will be in the best interests of area residents, the Center said. When the educational-commercial channel is ready for operation, the Center said it expected to be ready to provide educational programs.

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BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 13

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Chattanooga, Tenn., ch. 3; Corpus Christi, Tex., ch. 10; Fresno, Calif., ch. 12; Knoxville, Tenn., ch. 10; Miami, Fla., ch. 7; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2.

AWAITING ORAL ARGUMENT: 11

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; Jacksonville, Fla., ch. 12; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; Raleigh, N. C., ch. 5; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 4

Buffalo, N. Y., ch. 7; Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 11

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 4; Clovis, N. M., ch. 12; Elmira, N.Y., ch. 18; Mayaguez, P.R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Sacramento, Calif., ch. 7; Toledo, Ohio, ch. 11.

McConnaughey Sets Talk

FCC Chmn. George C. McConnaughey will be a featured speaker at the annual dinner of the Sports Broadcasters Assn. to be held in New York Feb. 3. SBA will present awards to personalities prominent in the field of sports.

BARROW'S FCC PROBE TEAM VISITS NBC, CBS FOR 'CRAM' COURSE; ABC, MBS IN PLANS

Commission's investigation committee takes two-day preliminary indoctrination course with NBC, CBS executives to find what makes networks tick. The 11-man group also plans sessions with ABC, Mutual, but dates have not been set.

FIRST phase of an intensive cram course in the operation of television and radio networks was completed last Friday by FCC's network investigating committee and its special staff headed by Dean Roscoe L. Barrow.

For two days the "class," indoctrinating itself in the fundamentals of networking preliminary to investigating the networks, listened to—and asked questions of—top CBS Inc., CBS Radio and CBS-TV executives in virtually all phases of network operation, then moved on to NBC for a similar two-day indoctrination there.

The cram course is slated for completion with similar visits to ABC and Mutual in the near future. Exact dates have not been disclosed.

The FCC group included three of the four members who comprise the network investigating committee, four FCC staff executives, and 11 members of the special investigating staff under Dean Barrow, of the U. of Cincinnati.

CBS Inc. President Frank Stanton, Staff Vice President Richard S. Salant, Washington Vice President Ralph Hardy, CBS Radio President Arthur Hull Hayes, and CBS-TV President J. L. Van Volkenburg topped the CBS participants in the meetings, held Tuesday and Wednesday. In the NBC sessions, held Thursday and Friday, that network's group was headed by Board Chairman Sylvester L. (Pat) Weaver Jr., President Robert W. Sarnoff, Tv Network Vice President Thomas A. McAvity, and Radio Network Vice President Charles T. Ayres.

Dean Barrow and two of his staff members also edged in a brief, previously unscheduled visit at ABC. Making a last-minute appointment, he and Hyman H. Goldin, chief of the FCC Economics Div., Broadcast Bureau, and James B. Sheridan, also of the Economics Div., conferred at ABC late Wednesday afternoon with Ernest Lee Jahncke Jr., vice president and assistant to the president, and Mrs. Geraldine B. Zorbaugh, secretary and general counsel.

In the course of the discussions, it was learned, the FCC contingent submitted a list of topics on which ABC was asked to supply information. The list reportedly dealt with two major subjects—programming (why programs are dropped or added, etc.) and affiliation contracts. No "deadline" was set for submission of this material.

ABC, which long has emphasized the theme of "parity" with other networks, reportedly felt it should be accorded "parity" with CBS and NBC in the matter of FCC "indoctrination visits" too—that it was just as much entitled as the other networks to be heard by the

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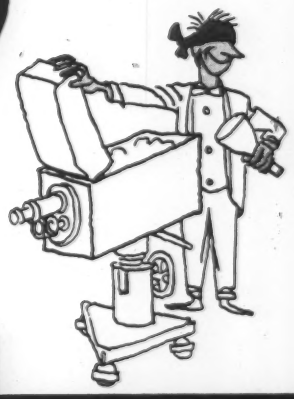
12 Single cathode-ray tube with well-known video circuits permits easy simple maintenance using standard components.
11 NO LENGTHY WARM-UP
10 ELIMINATE WIND-TUNNELS
9 NO BURN-IN
8 NO SPECIAL MAKE-UP
7 PERFECT CAMERA-MATCH
6 COMPACT CAMERA
5 NO REGISTRATION PROBLEMS
4 CUTS MANPOWER IN HALF
3 NO HOT LIGHTS
2 TUBE COST approx. 2c per hour
1 COLOR AT MONOCHROME COST

Fact Number 1 ... or TV system

2 SIMPLIFIED SERVICE



DU MONT

VITASCAN

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Commission committee and its staff on fundamentals and problems of networking. Subsequently, B•T confirmed that Dean Barrow and his full staff, and presumably members of the Commission committee, intend to return to New York in the near future for indoctrination sessions with ABC officials and also with Mutual.

The FCC committeemen on hand for last week's sessions were Comrs. Rosel H. Hyde, Robert T. Bartley, and John C. Doerfer. Comr. Hyde returned to Washington for the Wednesday session of the Commission but then rejoined Comrs. Bartley and Doerfer and the staff for the NBC sessions. Chairman George C. McConnaughey, fourth committeeman, did not attend the meetings.

FCC staff executives who participated, apart from the special investigating staff, included Broadcast Bureau Chief Edward F. Kenehan and Common Carrier Bureau Chief Harold C. Cowgill; General Counsel Warren E. Baker, and Associate General Counsel J. Smith Henley. Messrs. Kenehan and Cowgill attended both the CBS and NBC sessions; Mr. Baker attended those at CBS and Mr. Henley those at NBC.

The "clinic" at CBS included, on opening day, a three-hour session with Vice President Salant, who is coordinating the network inquiry and congressional study activities for his company. Mr. Salant reportedly laid much of the groundwork for the indoctrination program (which also included, among other things, the watching of tv programs in rehearsal).

Key executives gave talks outlining the functions and complexities of their respective areas of operation. These included Sig Mickelson, CBS Inc. vice president in charge of news and public affairs; CBS President Hayes; Hubbell Robinson Jr., network programs vice president; William H. Hylan, network sales vice president; William B. Lodge, CBS-TV vice president in charge of engineering; Edward P. Shurick, CBS-TV national director of station relations; Oscar Katz, CBS-TV research director; John P. Cowden, operations director, CBS-TV advertising and sales promotion department; Henry Grossman, CBS-TV director of operations, and Herbert A. Carlborg, CBS-TV director of editing.

Wednesday afternoon's meeting included a panel session in which key executives answered questions of the commissioners and investigating staff for almost three hours. Others who served on the "panel" included Julius F. Brauner, CBS Inc. secretary; Sidney Alexander, CBS Inc. economic advisor; Merle S. Jones, vice president in charge of owned television stations and general services; W. Spencer Harrison, CBS-TV vice president in charge of legal and business affairs; Edward L. Saxe, CBS-TV vice president and assistant to the president; William J. Flynn, CBS-TV comptroller; Charles J. Oppenheim, CBS-TV director of information services, and producer Lou Cowan.

Messrs. Stanton, Hardy, Salant, Hayes, and Van Volkenburg figured in virtually all sessions with the FCC group during the CBS visit, it was understood.

The agenda for Thursday's opening session at NBC called for a morning session in which NBC's history, its organizational set-up and its economics were discussed by a group including John M. Clifford, administrative vice president; Joseph V. Heffernan, financial vice president; Hugh M. Beville Jr., director of research and planning; George Matson, controller, and Lowell Jacobson, personnel director. After a luncheon at which Board Chairman Weaver was host, the group received fill-ins on programming and sales operations by Mr. McAvity, vice president in charge of the network; Richard A. R. Pinkham, vice president in charge of tv network programs; Mort Werner, NBC-TV vice president for national programs, and Matthew J. Culligan, NBC-TV vice president and national sales director.

Friday morning was to be devoted to radio, and, following a luncheon with President Sarnoff as host, the FCC delegation was to wind up the week's activities with a session on color tv to be led by Mr. Sarnoff.

David Adams, staff vice president, and Charles R. Denny, vice president in charge of NBC owned stations and NBC Spot Sales, are principal coordinators, under Chairman Weaver and President Sarnoff, of NBC's activities in connection with the FCC and congressional inquiries.

Speakers at Friday morning's radio session included Messrs. Ayres, Adams, Denny, Heffernan, Matson, and Beville, and Harry Bannister, station relations vice president; Thomas E. Ervin, vice president and general attorney, and Frank M. Russell, Washington vice president.

Members of the FCC special investigating staff on hand included, in addition to Dean Barrow and Messrs. Goldin and Sheridan, the following: Dr. Louis Mayo, executive secretary; A. P. Bryant, attorney; Dr. J. W. Markham, economist; Edward Eadeh, veteran network executive who is serving as industry consultant; Dr. Warren Baum, economist; J. F. Tierney, attorney; Harry J. Nichols, advertising consultant, and Peter Gerlando, economist. Another member, Dr. Charles H. Sandage, chairman of the advertising department of the U. of Illinois, was absent because of illness.

One million big-framed Kansas beef cattle spent the summer grazing the Bluestem, the nation's richest pasture area. Now these choice steers are on their way to market, where they'll bring $200 apiece! That's $200,000,000 into the pockets of Kansas Farmers . . . cash to be converted into cars, tractors, appliances, food, drugs—**and your product!**

In Kansas the farmer (with an income of $8,830* after taxes!) is your best customer. Sell him with the radio station he listens to most—WIBW.†

* Consumer Markets, 1955 † Kansas Radio Audience, 1954

See Your Capper Man
WIBW CBS RADIO

Rep: Capper Publications, Inc.

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

SERVING A MARKET 52% ABOVE THE U. S. AVERAGE

GRANT OF BOSTON'S CH. 5 PROPOSED

Examiner recommends vhf authorization to Greater Boston Tv Corp. and denial of the four competing applications.

GREATER BOSTON Tv Corp., one of five competing applicants for ch. 5 at Boston, last week was recommended for the grant in an initial decision by FCC Chief Hearing Examiner James D. Cunningham. Mr. Cunningham denied the competing applications of WHDH Inc. (WHDH-AM-FM, Boston *Herald* and *Traveler*), Post Publishing Co. (WCOP-AM-FM, Boston *Post*), Massachusetts Bay Telecasters Inc. and Allen B. DuMont Labs.

The preferred applicant is comprised of 36 stockholders, four of whom hold minority interest (20.9% aggregate) in the Pilgrim Broadcasting Co. (WORL Boston). Arthur D. Cronin, insurance and other interests, is Greater Boston president.

The hearing was spiced considerably when Al Capp, creator of the "L'il Abner" cartoon series and minority stockholder in Massachusetts Bay Telecasters, was cross-examined by counsel for the competing applicants on a report that he had sold pornographic drawings when he was in the fourth grade [B•T, Dec. 6, 1954]. The issue stemmed from a story in a 1947 *New Yorker* written by E. J. Kahn Jr., which alleged that Mr. Capp, while in the fourth grade in a Brooklyn public school, sold indecent pictures to his fellow students. Mr. Capp scoffed at Mr. Kahn's story, calling it "very funny" but "hardly accurate."

Mr. Capp was also questioned about reports that his cartoons contained hidden bits of lewd humor directed to a secret audience. Referred to by counsel were a report of a New York State legislative inquiry into comic books which introduced "L'il Abner" strips as evidence of "semi-hidden pornography" and a story in *Confidential* magazine titled "The Secret Sex Life of L'il Abner." The New York State committee was duped by "forgeries," Mr. Capp said; *Confidential*, Mr. Capp called ". . . a filthy magazine."

DuMont: 'Stranger to Boston'

In his initial decision, Mr. Cunningham decided on Greater Boston after eliminating the other candidates one by one. While recognizing that DuMont had far more tv experience than any of the other applicants, Mr. Cunningham said that its "far-flung business interests" work against it in competition with qualified local groups. DuMont, he said, "may be regarded as strangers to Boston."

Militating against a grant to WHDH Inc., Mr. Cunningham stated, was its lack of a proposal for national network affiliation. Also, a grant to WHDH would place five news media within its control and would not be in keeping with the FCC's policy on diversification of communications media, Mr. Cunningham concluded.

Examiner Cunningham again invoked the diversification policy in eliminating the *Post* application. He noted that a grant to the *Post* group would give it four instrumentalities for disseminating news and views in the same area.

Of the remaining two applicants—Greater Boston and Massachusetts Bay—Mr. Cunningham found only a narrow area of preference between them. It was likely, he conjectured, that either one would provide a suitable tv service for the Boston area. But the superior broadcast experience of Greater Boston's proposed general manager, as against the lack of broadcast experience of the proposed head of Massachusetts Bay operations, would give more assurance that Greater Boston would serve the needs of the community. From a standpoint of conducting the necessary day-to-day tv broadcast operation, Mr. Cunningham concluded, it would appear that more "reliance may be placed in the proposed managerial staff of Greater Boston . . ."

FCC Grants Four New Ams

FOUR new am stations were granted by the FCC in actions of last week while another application was dismissed at the request of the applicant.

Construction permits awarded were:

• Charlotte, Mich.—Eaton County Broadcasting Co., 1390 kc, 1 kw daytime.

• Coos Bay, Ore.—Coos County Broadcasters, 1420 kc, 1 kw day. Sole owner of the permittee is Harold C. Singleton, vice president-52% stockholder in KTEL Walla Walla, Wash., secretary-treasurer-9.9% partner in KGAL Lebanon, Ore., and owner of KRTV Hillsboro, Ore.

• Tyler, Tex.—Tyler Broadcasting Corp., 690 kc, 250 w day. Owner Thomas B. Moseley is director of sales and contract negotiations for the Continental Electronics Mfg. Co. of Dallas, Tex.

• Shelton, Wash.—Mason County Broadcasting Co., 920 kc, 500 w daytime.

The application of Radio Douglas Inc. for a new am at Douglas, Ga., on 1450 kc, 250 w unlimited, was dismissed at the request of Radio Douglas.

WMAZ

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AVERY-KNODEL, INC.

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National Representative

Your Avery-Knodel man is now prepared to give you the documented *facts* you should have before preparing your next spot schedule:

FACTS about the growing importance of the Middle Georgia market.

FACTS which document how WMAZ successfully solves problems arising from current distribution and sales factors in Metropolitan Macon itself.

FACTS that show why it takes WMAZ to give you *full, intensive coverage* of the vital Middle Georgia area.

FACTS that show how WMAZ *dominates* the audience in the rich, growing area it serves.

Ask your Avery-Knodel man for the *facts* . . . and you'll put WMAZ to work for you!

WMAZ Macon 10,000W 940 KC CBS

member of the GEORGIA BIG 5

MERCHANDISE SOLD VIA WGAC WRBL WMAZ WTOC WGST

Two Uhfs Ask Court Stay Evansville Ch. 7 Grant

THIRD APPEAL against a vhf grant in an all-uhf market was filed with the FCC last week. Involved is the Commission's grant of ch. 7 at Evansville, Ind., to Evansville Tv Inc. [B•T, Jan. 2]. Asking the U. S. Court of Appeals in Washington for a stay of the Evansville grant were ch. 50 WEHT (TV) and ch. 62 WFIE (TV), both Evansville, and now suspended ch. 21 WKLO-TV Louisville, Ky.

The appeal follows those of ch. 22 KVDO-TV Corpus Christi, Tex., against the grant of ch. 6 to KRIS there [B•T, Dec. 12, 1955], and two Madison, Wis., uhfs (ch. 27 WKOW-TV and ch. 33 WMTV [TV]) against the grant of ch. 3 at Madison to WISC [B•T, Dec. 19, 1955].

In the Evansville case, as in its predecessors, Comrs. Hyde and Bartley dissented because they felt Commission action was inconsistent with the call for comments on proposed overall allocations changes.

The sentiments of Comrs. Hyde and Bartley were echoed by the three stations appealing the Evansville grant. The FCC, presently having proposed solutions to the allocations problem under study, "should not take action which forecloses adoption of any proposals it is not yet ready to reject," the stations said.

Argument on the Corpus Christi, Madison and Evansville appeals for stays of vhf grants to their respective cities will be held in Washington Thursday.

KHTV (TV) Grant Postponed Pending FCC Hearing Jan. 23

PROMPTED by the protest of KLIX-AM-TV Idaho Falls, Idaho, against the grant of ch. 13 KHTV (TV) in the same city, FCC last week postponed the new tv authorization pending the outcome of a Jan. 23 hearing.

In setting the hearing, the Commission made KLIX-AM-TV party to the proceedings and stipulated that the burden of proof was on the protestant. KLIX-AM-TV had alleged that the programming plans of KHTV, which plans to operate as a partial satellite of KIDO-TV Boise, are "unrealistic" and contain inconsistencies [B•T, Dec. 9, 1955]. Protestant claimed that another station in the market would divide the available revenue to the extent that KLIX-TV would have to cut back service or quit entirely. KLIX-AM-TV further charged it would not be in the public interest to permit a satellite-type operation to jeopardize the existence of a true local outlet.

KHTV was authorized Nov. 9, 1955, to Magic Valley Tv Corp., which is 60% owned by KIDO Inc. (KIDO-AM-TV) and 40% owned by Radio Broadcasting Corp. of Idaho (KTFI-AM-TV Twin Falls).

KLIX-TV, on ch. 11, and KLIX are licensed to Southern Idaho Broadcasting & Television Corp.

WHOL Granted Authority To Operate Temporarily

WHOL Allentown, Pa., which the FCC had ordered off the air as of Jan. 15 [B•T, Jan. 2], last week was granted temporary authority by the FCC to operate until the Court of Appeals makes final disposition of the disputed grant of 1230 kc to Easton Publishing Co. *(Express,* WEEX-FM, WGLV [TV]).

WHOL, losing applicant for the Easton am facility, was upheld on appeal by the U. S. Court of Appeals, but the appellate court was subsequently reversed by the U. S. Supreme Court. On mandate from the high court, the Court of Appeals affirmed the Easton grant. Following the FCC order to cease operating, WHOL petitioned the appellate court for reconsideration of its decision.

By reason of the WHOL petition, the FCC said, an extended termination would be in order to comply with an FCC ruling in August 1953 which gave the station authority to operate "to a date 30 days subsequent to the final decision." Therefore, the FCC said, WHOL's termination date must be extended until 30 days after the court either denies the petition for stay or otherwise disposes of the appeal.

Favored for N. C. Radio

VALLEY BROADCASTING Co. last week was favored in a initial decision looking toward the grant of an am station to operate on 600 kc, 1 kw day in Murphy, N. C. Hearing Examiner Hugh B. Hutchison proposed denial of Cherokee Broadcasting Co.'s competing application.

"The most decisive factor" for Valley, Mr. Hutchison concluded, was that its operation would provide a first primary service to a substantially larger population (2,437 more people) than the Cherokee proposal. Valley's proposals for local control were favored over Cherokee's, which would enlist management from non-Murphy residents.

Both applicants were found to be substantially equal on all other pertinent issues.

tops in all 3

FILM 10 of top 10

LOCAL PRODUCTIONS 10 of top 10

NETWORK 7 of top 10

in Columbia, South Carolina

WIS-TV channel 10

dominates all 3 . . . network, local productions, syndicated film.

29 of the top 36 shows are on WIS-TV!

here is WIS-TV's superiority in a nutshell—

Quarter hours during which 2 or more stations are on the air	
DAYTIME M-F 11:15 am-6 pm	NIGHTTIME 6 pm-11:15 pm
total quarter hours 135	total quarter hours 124
WIS-TV firsts 124	WIS-TV firsts 105

ARB Columbia, S. C., Nov. 13-19, 1955 (Based on highest rated quarter hours.)

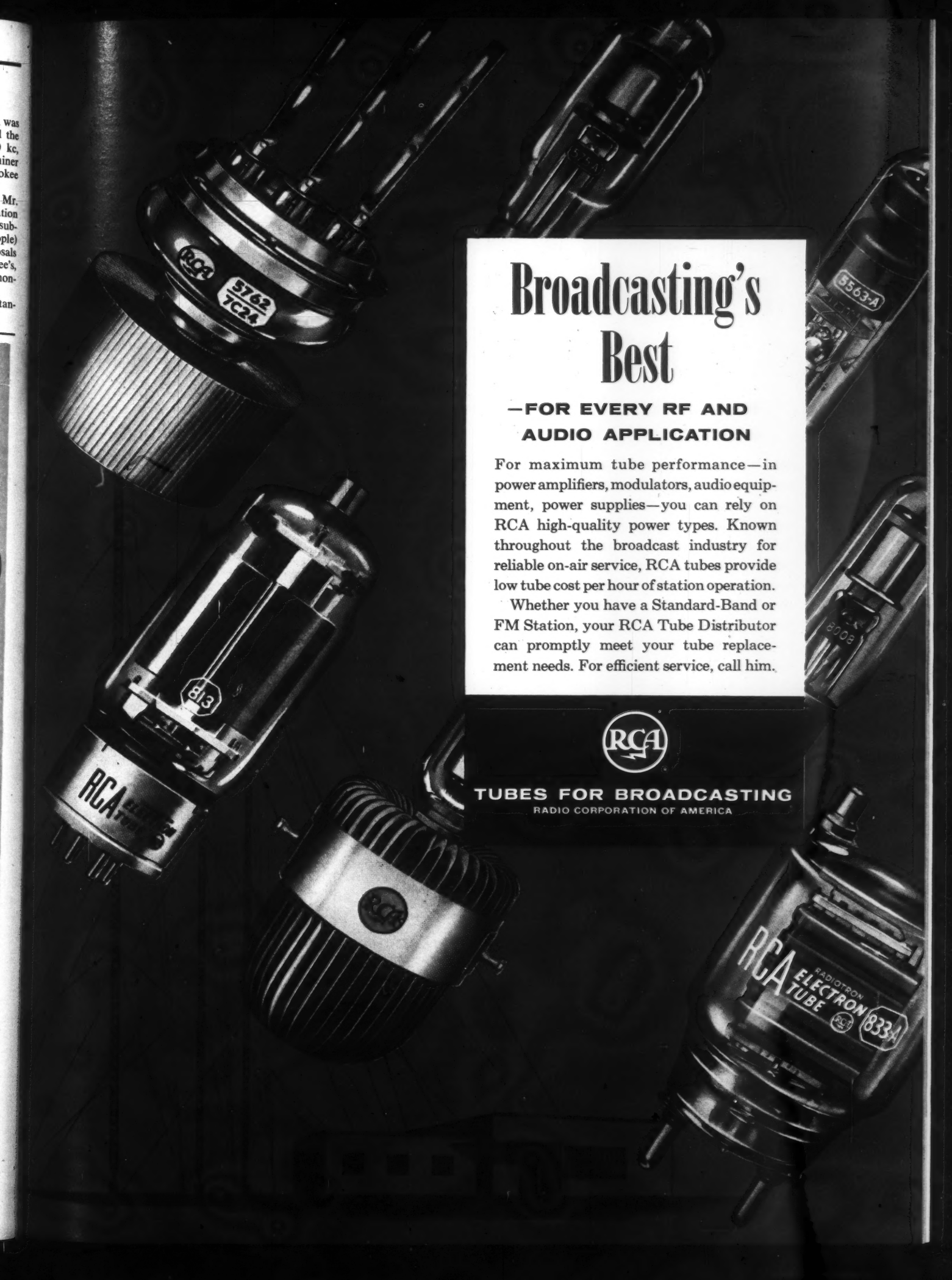
Only WIS-TV reaches so many so much of the time.

NBC

for details see your FREE & PETERS man

President, G. Richard Shafto
Managing Director, Charles A. Batson

WIS-TV CHANNEL 10
COLUMBIA, SOUTH CAROLINA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For maximum tube performance—in power amplifiers, modulators, audio equipment, power supplies—you can rely on RCA high-quality power types. Known throughout the broadcast industry for reliable on-air service, RCA tubes provide low tube cost per hour of station operation.
Whether you have a Standard-Band or FM Station, your RCA Tube Distributor can promptly meet your tube replacement needs. For efficient service, call him.
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TUBES FOR BROADCASTING
RADIO CORPORATION OF AMERICA

'Equal Time' Formula Given FCC Members

American Civil Liberties Union urges Commission to encourage radio-tv to voluntarily schedule programs to give 'fair representation' of a public figure's views.

A "FORMULA" to be applied to the vexing problem of "equal time" on radio-tv was forwarded last week by the American Civil Liberties Union.

ACLU documented its views in a lengthy statement sent Dec. 30 to all FCC members and released Wednesday in New York.

The Union proposed that the problem of answering attacks on radio-tv on public and private figures be solved by guaranteeing that overall program scheduling fairly represent the views of a public personality while providing "opportunity" for private persons to answer specific attacks.

In urging FCC to abandon its current concept of equal time, ACLU recommended that the Commission encourage broadcasters to voluntarily schedule programs to give a "fair representation" of a public figure's views.

ACLU said the problem of attacks on the airwaves was bound to come up this year because of the national elections, "even if there are special FCC regulations concerning political broadcasts."

The statement was approved by ACLU's board of directors. The organization said it has been studying the equal time situation since 1953, "when attacks on both public and private persons increased, as a result of congressional committee investigations into various phases of Communist activity."

ACLU 'Principles'

This is the way ACLU phrased the "principles" that it suggested stations apply voluntarily:

"In overall program scheduling, fair representation in time and talent should be given to all important views regarding a *public personality*, or any public matter with which he is specifically and distinctively related; but provision need not be made for him to make a specific reply to a specific attack, in 'equal time' or otherwise. Equitable opportunity—not necessarily 'equal time'—should be given to a *private personality* to make a specific reply to a specific attack.

"We believe that the only step which should be taken by the FCC to promote such voluntary application of those principles should be to *recommend* those principles to radio and television networks and stations, as a logical corollary of the fair representation policy on political candidates and controversial issues, which has been frequently enunciated by the Commission and which has come to be adopted and effectuated with considerable success by the industry."

FCC requires radio or tv stations which grant time to the representative of any political party to provide equal time and facilities to other qualified spokesmen of other parties. (The Communications Act provides that a station granting time to any candidate for public office must give equal opportunity to all other candidates.)

While there is nothing in this law which applies to individuals, broadcasters by practice allow equal time for a reply by an individual who has been attacked specifically on the airwaves.

ACLU in its statement cautioned FCC against "attempt to control by an ironclad code or rule book the day-to-day decisions of licensees regarding replies to personal attacks on public or private figures, instead of leaving the responsibility and discretion to the licensees." Reason, the ACLU said, is twofold: Governmental action would result in confusion since the argument could go on *ad infinitum* and licensees would resort to editing scripts in fear of being compelled to grant opportunities for reply.

Since a public personality voluntarily places himself in the "area of public discussion and controversy," ACLU could not see the need to afford "equal time" or "equal opportunity" in such cases since this creates "more problems than it would solve." On the other hand, ACLU thought the private personality cannot be protected in the same way as a public figure. It concluded that it was "reasonable" to ask that radio and tv specially provide that the individual have equitable opportunity to make a specific reply to a specific attack, reiterating that the avenue for this be voluntary application of principles rather than by law or by regulation.

The concept of "equal time" to reply to attacks "is almost inevitably invalid," ACLU said. "It may be impossible to answer in 30 minutes an accusation made in 10 seconds, or it may be possible to answer in five minutes an attack which took an hour to make." At the same time, ACLU said that in recommending "equitable opportunity" for a private personality to reply to a specific attack, it recognized "the problem of disparity in money, talent and prestige, which may be available to the attacker and defender respectively."

Hearing Begun, Postponed On WBUF-TV Sale Protest

HEARING on the protest of WGR-TV Buffalo against the sale of WBUF-TV there to NBC got underway last Wednesday only to be adjourned until Jan. 16 by FCC Hearing Examiner Jay A. Kyle. Mr. Kyle granted a request for continuance made by WGR-TV counsel Thomas N. Dowd, who said that additional time was needed to conduct further engineering studies.

Mr. Dowd also explained that two key witnesses were unable to appear at the hearing because of previous engagements. He referred to Westinghouse vice presidents Chris J. Witting and E. V. Huggins, who were subpoenaed by WGR-TV. In addition to Messrs. Witting and Huggins, WGR-TV requested issuance of subpoenas for Brig. Gen. David Sarnoff, RCA board chairman, and NBC officials Robert Sarnoff, Joseph Heffernan and Charles R. Denny.

WGR-TV, in protesting the WBUF-TV purchase, leveled charges that NBC had coerced —by threat of loss of its affiliation—Westinghouse into agreeing to swap its KYW and WPTZ (TV) Philadelphia for NBC's Cleveland stations (WTAM-WNBK [TV]) and $3 million. Last week the FCC, by a six-to-one vote, approved the Philadelphia-Cleveland exchange, presumably finding a lack of evidence to support WGR-TV's allegations.

NBC's purchase of ch. 17 WBUF-TV—its first uhf—was approved without hearing by the FCC last September, but later was designated for hearing on protest by WGR-TV [B•T, Nov. 7, 1955].

Minimum Age

PROPOSAL to set a minimum age for those seeking restricted radiotelephone operator's permits was advanced by the FCC last week. The Commission asked for comments on a proposed amendment to FCC rules, which would set 14 years as the minimum age limit for candidates for the restricted permit.

As there presently is no age minimum and no examination required for the restricted permit, the FCC said it often receives applications from youngsters. There is doubt, the Commission stated, whether children under 14 fully understand the significance of the permit or should assume the responsibilities of operating radio equipment.

The FCC set Feb. 20, 1956, as deadline for comments on the proposal. The suggested change would not prevent those under 14 from obtaining a third class operator permit—one step higher than the restricted classification—if they could pass the written examination.

FCC May Set Hearing On Philadelphia Tv Bid

PHILADELPHIA BROADCASTING Co., applicant for ch. 29 there, was informed by the FCC last week that a hearing on its application may be necessary.

In a MacFarland letter to the applicant, the Commission suggested that Theodore R. Hanff, president-57% stockholder, by reason of his participation in a controversial bridge-sale transaction, may lack the necessary financial and character qualifications to be a broadcast licensee.

Mr. Hanff was a member of a syndicate which acquired all the stock of companies owning two bridges between New Jersey and Pennsylvania. The syndicate sold the bridges to the Burlington (N. J.) County Bridge Commission, but the New Jersey governor and attorney general rescinded the sale.

The Supreme Court of New Jersey affirmed a trial court finding that the transaction was "fraught with fraud and corruption" and the purchase was accomplished illegally. The syndicate was ordered to pay to the bridge commission $3,050,347—the gross profits received from the sale.

As Mr. Hanff is liable under the judgment, and lacking proof that the judgment is not entitled to settlement, the FCC said it was unable to determine whether he was financially qualified to meet his obligations.

Trinity Files for New Am, Decides to Drop Dallas Uhf

TRINITY BROADCASTING Corp. last week filed an application with the FCC for a new am station to operate in Houston, Tex., and, in a separate request asked for cancellation of its permit for ch. 29 KLIF-TV Dallas. KLIF-TV, the fifth uhf station to call it quits within the past fortnight [B•T, Jan. 2], was granted a permit in 1953, but never went on the air.

Estimated construction cost of the proposed Houston station was set at $150,682 with first year operating expenses $264,000 and first year revenue listed at $250,000.

In a third document, Trinity asked the FCC for permission to change its name to McLendon Investment Corp. Gordon McLendon is president of the firm. Trinity also owns KELP-KOKE-TV El Paso, WRIT Milwaukee and KLIF-AM Dallas.

Six Reply to FCC Charges Of Imbalance in Programs

OF 17 Wisconsin-Illinois radio stations questioned by the FCC on purported imbalance in programming [B•T, Dec. 5, 1955], six had submitted replies to the FCC by last week. Each denied a lack of public service broadcasts and defended its program policy.

WEMP Milwaukee, Wis., said that its coverage area was heavily industrialized, the 16th ranking metropolitan area in the U. S., and that there was no need for agricultural programs. It can better serve its listeners by concentrating on other areas of programming, WEMP declared. WEMP, which emphasizes music, news and sports, carries regularly scheduled educational, religious and discussion programs in addition to its performance in public service, the station pointed out.

WBEV Beaver Dam, Wis., said that an employe making up its program schedule had committed errors of computation and analysis and failed to properly classify certain programs. Its revised program log was personally studied by its executive vice president, WBEV said, and would reflect the station's public service achievements and its compliance with FCC standards.

WOKW Sturgeon Bay, Wis., said that it was making certain changes in its schedule. The station said that it plans to add 30 minutes a week to discussion-type programs with an appropriate reduction in entertainment shows. Although many of its discussion programs have in the past been classified as miscellaneous, they will henceforth be included in their proper category, WOKW stated.

WHFC Cicero, Ill., claimed that it primarily is a foreign language station and many of its shows are of definite educational value although they fail to fall within the strict FCC definition of educational programs. The same applies to discussion-type shows, WHFC said. Negotiations are underway for a weekly, 15-minute educational show, WHFC added. Agriculture programs are not carried because there are no substantial groups in its coverage area who would be interested, WHFC said.

WIND Chicago defended its programming record and said its program schedule is substantially the same as it was in its 1952 application for renewal. The station pointed to its regularly scheduled religious, educational and discussion programs and 19 years of uninterrupted cooperation with the Chicago Board of Education in the presentation of educational programs. Its listeners are not interested in agricultural programs because other area stations carry extensive shows of that nature. By emphasizing other types of programs, WIND said, duplication of the services of other stations is avoided.

WAPL Appleton, Wis., submitted to the FCC a 13-page list of public service features carried by the station during the past three years. The record will indicate, WAPL said, that the station is dedicated to the needs of the agricultural, religious, educational and other groups in its coverage area.

Year-Old WTSN Grant Confirmed by Commission

THE JAN. 27, 1955, grant by the FCC to the Granite State Broadcasting Co. for a new am in Dover, N. H. (formerly WDNH, now WTSN) was confirmed last week by the Commission which simultaneously rejected economic, radiation overlap, and concentration of control protests lodged against the original action by WWNH Rochester, N. H., and WVDA Boston.

Granite principals' other radio interests include WKBR-AM-FM Manchester, WTSV-AM-FM Claremont and WTSL Hanover, all New Hampshire. Additionally, H. Scott Killgore, owner of WKXL Concord, N. H., and WARE Ware, Mass., has an option to buy 25% of WTSN. Granite State also operates a regional network in New Hampshire.

In its protest WWNH stated that in January 1954, it received 53% of its total local revenue from Dover advertisers (Dover is 10 miles from Rochester). This matter was not touched upon directly in the Commission's conclusions, but it was stated that the facts of a first primary service being brought to Dover and the limited area of overlap of the proposed station with existing stations were looked upon with favor by the Commission. The overlap of the presently operated Granite and Killgore stations was considered insubstantial and therefore the concentration of control question was considered not pertinent.

WTSN is to operate on 1270 kc, 5 kw unlimited; WWNH, owned by Strafford Broadcasting Corp., operates on 930 kc, 5 kw day, and WVDA, licensed to Vic Diehm Assoc. Inc., is on 1260 kc, 5 kw unlimited.

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FCC Denies Reconsideration Of Tv Grant in Puerto Rico

PETITION of Hector Reichard, licensee of WABA Aguadilla, P. R., for reconsideration of an FCC grant of 1340 kc, 250 w to WGRF that city, was denied by the Commission last week.

WABA's allegations of "inaccuracies, misstatements and misleading entries" in the WGRF application were contradicted by supporting affidavits filed by WGRF in its refutation of the charges, the Commission ruled. WABA claimed that WGRF made misrepresentations as to ownership of certain property and as to its financial condition.

WABA further argued that all the sworn statements in WGRF's application were notarized by a relative of the applicants; under Puerto Rican law, WABA said, such notarization is invalid. The FCC pointed out that WGRF had submitted an amended application with a new notary, unrelated to his client. Under a U. S. Court of Appeals holding that "an initial failure to verify can be cured by a later verification," the Commission said WGRF's amended application was accepted.

Station Owner Rep. Hoffman Decides Not to Run Again

REP. RICHARD W. HOFFMAN (R-Ill.), owner and operator of WHFC-WEHS (FM) and grantee of WHFC-TV Chicago, revealed last week he does not plan to seek re-election for a fifth term in Congress.

In a telegram to the *Chicago Tribune*, Rep. Hoffman attributed his decision to withdraw from public life to a forthcoming second eye operation. He has been recovering from an operation on the other eye.

Rep. Hoffman entered the House in January 1949 and has served from the 81st Congress to the present 84th. He is a member of the House Interstate & Foreign Commerce Committee.

The Illinois Republican is president and 75% owner of WHFC Inc. WHFC-TV has been issued a grant for uhf ch. 26 but has set no target date for operation. Rep. Hoffman also is publisher of the tri-weeklies *Cicero Life, Berwyn Life, Stickney Life* and *Chicago Community Reporter*.

Voice Programming Increase During 1955 Shown in Report

THE Voice of America last year used "the newest and best techniques" of commercial radio to expand its overseas broadcasts, J. R. Poppele, chief of the U. S. Information Agency's broadcasting service, has reported.

In a year-end report to Theodore Streibert, USIA director, Mr. Poppele said the Voice gained new listeners throughout the world in 1955 by adding new programs and features to its daily broadcasts in 39 languages. Foreign television audiences also were increased as a result of a 65% rise in the number of tv receivers in the free world, he said.

The Voice added two new broadcasts to the European area, *Panorama—USA*, a one-hour program of music and features on American culture, and *Music—USA*, a two-hour disc jockey show of American popular and jazz music and interviews with musicians. Other Voice additions were *This Is America*, features about U. S. towns, cities and states; *Foreign Policy Review*, a weekly report on official U. S. statements about foreign affairs, and *Press Conference—USA*, a round-table discussion featuring congressmen and top government officials.

The Voice increased Iron and Bamboo Curtain broadcasts in the Armenian, Bulgarian, Lithuanian, Russian and Korean languages, and in the free world added the Cambodian language. Direct shortwave broadcasts to most Western European countries were discontinued and arrangements made with local stations and networks to carry VOA programs. Final work on VOA's new Washington studios was completed in September with installation of master control and recording control centers.

No Radio-Tv Witnesses Heard In Senate Red Investigation

THREE DAYS of hearings—on allegations of Communist infiltration of the press and radio-tv—were held last week by the Senate Internal Security Subcommittee in Washington, but at the end of the sessions no witness from the radio-tv media had appeared on the stand.

The subcommittee, headed by Sen. James O. Eastland (D-Miss.), heard several former newspapermen testify, and drew charges from the *New York Times* that the newspaper was being discriminated against for its editorial policies in the committee's questioning of three present and three former employes of the newspaper.

The Senate inquiry had been touted as a probe of Red infiltration in the radio and tv field and the press. The committee had announced that last week's open hearings and earlier closed hearings in New York were being held to develop testimony by CBS newsman Winston Burdett, who last June told the subcommittee he had belonged to the Communist Party in 1937-40, before he joined CBS.

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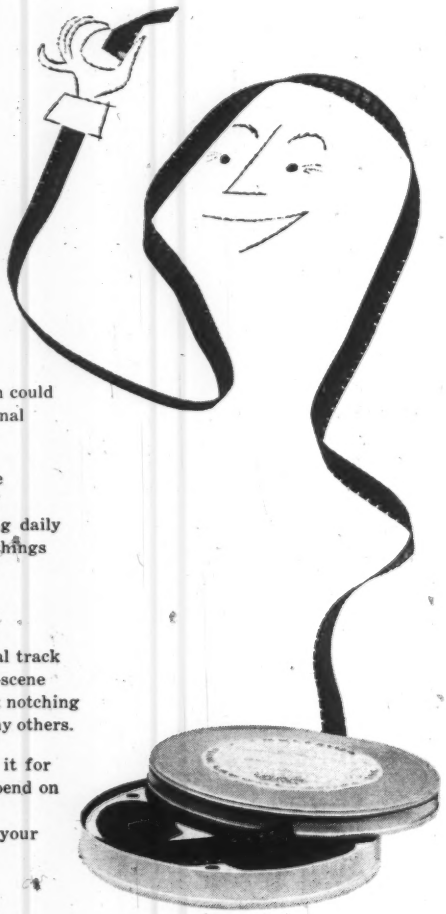

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Tv Probe Plans Still On Despite Some Hitches

Sen. Magnuson reaffirms Jan. 17 starting date despite temporary personnel complication and delay in letter to FCC.

PLANS by the Senate Interstate & Foreign Commerce Committee to begin hearings Jan. 17 in its probe of tv networks and uhf-vhf troubles were unchanged last week, despite a few last minute hitches.

One of these was the resignation of Robert L'Heureux, Republican counsel for the investigation, to join the FCC as legislative liaison (see story, page 60). This leaves temporarily vacant the GOP counselship for the probe.

Another was a delay by Committee Chairman Warren G. Magnuson (D-Wash.) in approving a letter addressed to the FCC and drafted by the committee staff. The reason for Sen. Magnuson's delay in signing the letter was not officially explained, but was believed to be due in part to his preoccupation with other Senate business, including hearings last week by the committee's Aviation Subcommittee.

The letter in its first draft reportedly informed Chairman George C. McConnaughey and his fellow commissioners that they would be first on the witness stand and went into some detail concerning subjects on which they would be questioned. Sen. Magnuson had not signed the letter by late Friday.

Meanwhile, Kenneth A. Cox, Seattle lawyer appointed three weeks ago by Sen. Magnuson as Democratic counsel for the investigation, was to have arrived in Washington last Friday for his first close-up look at plans for the upcoming probe.

In an announcement, Sen. Magnuson reaffirmed plans to start the hearings Jan. 17. He said the committee hoped to have a progress report from a voluntary *ad hoc* committee of industry engineers, headed by Prof. Edward Bowles of Massachusetts Institute of Technology, in time for the hearings. But he said that group's final report, on allocations, is not expected for several months.

Hearing May Be Necessary On WIIC (TV) Application

APPLICATION filed by WWSW Inc. (WIIC [TV]), Pittsburgh for modification of its construction permit (ch. 11) to allow power and antenna height increases, change studio location and make other physical changes may require a hearing, the FCC indicated last week.

Hearing has already been ordered by the FCC on WWSW Inc.'s original grant for the ch. 11 facility, following a protest by ch. 16 WENS (TV), Pittsburgh. Crux of the hearing on the grant are financial qualifications, overlap considerations and whether WWSW Inc. has undergone ownership changes in violation of FCC rules.

Last week's action grows out of charges—also made by WENS—that WWSW Inc. had completed 85% of the construction on its studio before filing an application to change its location; that construction had been underway on tower height specifications in anticipation of its request for such increase, rather than under the terms of its outstanding construction permit.

WENS also charged that materials being used in studio construction belie applicant's stated intention to build less elaborate studios.

The FCC determined that WENS' allegations were sufficient to warrant a hearing.

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TV DRAWS 'EM TO THE BOOKSHELF

AT FREQUENT intervals a cry is raised: tv tends to distract people from more intellectual pursuits such as reading. However, Emerson Greenway, director, The Free Library of Philadelphia, recently stated that tv programs appeared to be stimulating book demand. Asked for some examples, Mr. Greenway wrote B•T:

FOR specific instances where television has affected the reading of books in libraries, may I cite some of our experiences here in Philadelphia.

In the last few weeks we have had a run of Noel Coward materials which stemmed directly from the Mary Martin-Noel Coward show Oct. 30. The demand was so great that by the end of the week we had no Noel Coward material left on our shelves. A similar experience occurred last spring after Mary Martin's presentation of "Peter Pan." A heavy demand was created for the book throughout the entire library system. The same thing goes on every time we have a program on *Disneyland*, "Davy Crockett", *Twenty Thousand Leagues Under The Sea*, *Treasure Island*, "Wind in the Willows", to mention but a few.

Recently we have had a definite interest created by a tv show in a demand by children for material on Wyatt Earp, who is the starring character in a new western. It does seem that children are most apt to pursue information allied with tv shows they watch, and they are most vocal in informing the adult public and librarians about their heroes and particular interests.

It is not quite so easy to verify the relationship of tv with books and libraries when dealing with adults. Only rarely will an adult state that his request ties in with a tv show he saw. We can only surmise a connection on the basis of information requested and its timeliness with relation to the current tv program. For example, our social science and history department reported a substantial increase in demand for materials on Korea following the Edward R. Murrow show *See It Now* feature on Korea. It was quite evident that the persons requesting the information had no reading lists or class assignment incentive to stir them, although no mention was made that the program on Korea had been seen on tv.

It seems quite evident, too, that a tv show has supplied the motivation for a whole family's interest on a specific subject when grandmother, junior and father are all interested in the same title or subject. Likewise, the Murrow *Person to Person* show has created a demand for material about the people he interviews. Immediately after the interview with John Gunther, his books were in heavy demand. This may be a joint result of the publishing of the first new Gunther book in many years, but we know of at least one instance where the interest was directly traceable to tv.

Plays and dramatizations also bring people to the library: *Cyrano de Bergerac*, stories from F. Scott Fitzgerald, the dramatization of *I Led Three Lives* by Philbrick, to mention but a few.

The repeated requests for plays featured on the various playhouse series cannot be counted as coincidents. Sometimes the converse is true. Borrowers coming into branches immediately after the tv show, requesting copies of Chamberlain's *Tall Dark Man* were disappointed and surprised to learn that it was originally a tv show and that the book would be a little time getting to library shelves. The series last year featuring Basil Rathbone in *Sherlock Holmes* stories immediately cleared the library shelves of those mysteries. Likewise the current tv production of *Jamaica Inn* has already created a demand in the branches. It seems beyond doubt that the demand of our young people for an old H. G. Wells title *War of The Worlds* in the days immediately following the tv production was not just coincidence.

A little less difficult to determine is the impetus for the demand for *No Time for Sergeants*. It is on the best seller list, already a Broadway hit and a potential Hollywood production, but there was a noticeable increase in the demand for the book in the week immediately following the tv show.

We likewise have a real demand for nature books following not only the Disney productions but the *Zoo Parade*, the programs emanating from the American Museum of Natural History, among others.

Librarians realize only too well that probably not more than 25% of the population in the United States are readers. Certain television programs are not going to encourage non-readers to use books. However, we believe that the better television programs encourage good readers to explore new areas of reading, and for others to re-read old friends.

— PERSONNEL RELATIONS —

NABET, KOA-AM-TV Fail To Reach Contract Agreement

Strike against Denver stations heads into fourth week. Negotiations have been dropped, and management has begun hiring permanent replacements for strikers. Contract renewal is at issue.

THE STRIKE of NABET employes at KOA-AM-TV Denver moves into its fourth week today (Monday) following failure to reach an agreement on a new contract. The strike began Dec. 19.

Full operating schedules have been maintained. The station had notified NABET that "as of 10 a.m. Dec. 29 the company will begin hiring permanent replacements for those employes who have not reported for assignment to work." Negotiations had been dropped, with the company stating it was willing to resume discussions at any time.

William Grant, KOA president-general manager, in a letter to James H. Brown, NABET representative, said the two-year-old contract, which follows the NBC New York pattern, had been signed originally in an effort to get KOA-TV on the air and with the clear understanding a renewal would not be automatic.

Mr. Grant said KOA-AM-TV is handicapped by a 40% greater cost for technical services alone than its major Denver competitors due to higher pay, less flexibility and larger staffs, with union demands increasing the competitive disadvantage another 10%. He listed these points:

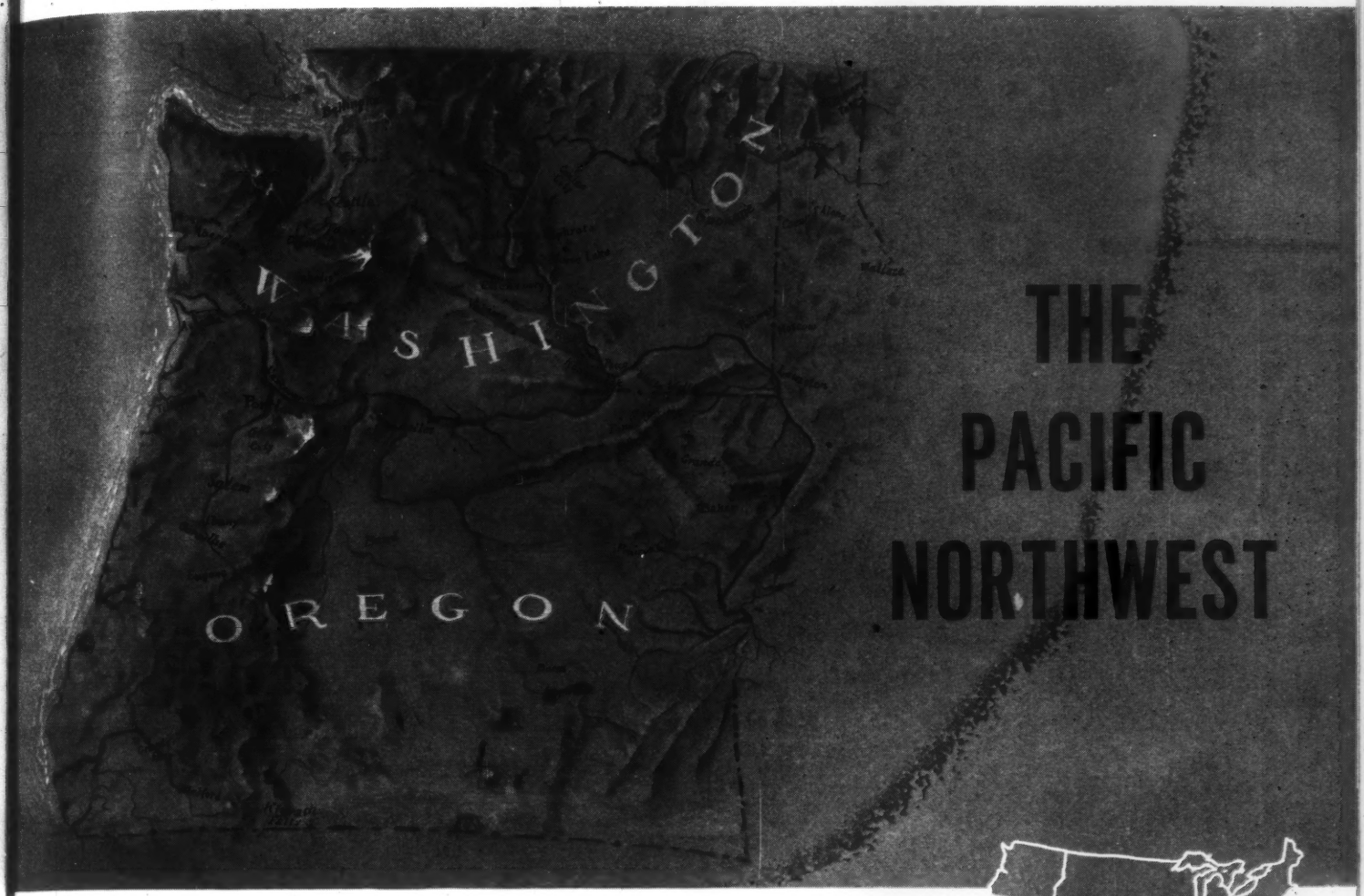
KOA has four NABET technicians getting $700 or more a month (the highest paid by any other local station is $542); only station where staff announcers may not write their own news; only station where chief engineer may not operate equipment; only station where newsmen may not take news pictures; only station where radio announcers may not play records and the only station where parttime engineers cannot be employed, even for special needs.

He wrote Mr. Brown that no pay will be reduced in a new contract and pay of other stations will be matched or in most cases exceeded. He voiced hope that any reduction in staff could be handled gradually and with the aid of normal turnover.

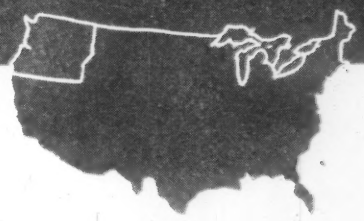
AFTRA Discusses Lowering Second-Run Kinescope Fees

AMERICAN Federation of Television and Radio Artists is negotiating with the television networks on a reduction of the union's second-run kinescope fees designed to make the use of live television more attractive to producers.

An AFTRA spokesman confirmed last week that the union is discussing this proposal with networks, but declined to give details. It is reported that AFTRA is considering lowering its second-run kinescope fees from the current 100% for talent to about 35%, approximately the second-run fees under Screen Actors Guild agreement covering talent on film. It is felt that AFTRA is planning this move to counteract the increasing use of film as against live programming on tv.



THE PACIFIC NORTHWEST



AMID SCENIC SPLENDOR, MODERN ECONOMY

By J. Frank Beatty

SOUTH of Seattle about a half-hour, airline riders sit atop one of the world's stunning spectacles—a panorama that blends the might of nature with the ingenuity and energy of mankind.

To the east is an unforgettable 150-mile row of five dazzling peaks whose melting snows turn the turbines that power the Pacific Northwest's industry. Mt. Rainier, rising 14,408 feet, is seen receding to the rear of a southbound United Airlines flight. Within easy window-view follow Mt. St. Helens, Mt. Adams and Mt. Hood. And with a little nose-pressing, Mt. Jefferson looms forward.

This scenic feast, partaken from a 16,000-foot vantage point, will whet the appetite for a spread of natural and man-made wonders available to an interested observer who will do a little seat-hopping around the stern lounge of a DC-6B.

The peaks to the east mark the Cascades, splitting Washington and Oregon into two north-south segments. They separate the wooded eastern slopes and arid valleys from the Puget Sound and Willamette troughs with their wide waterways and fertile fields.

To the west of the airway are the high Olympics, disappearing to the rear, and the fir-blanketed hills that reach finally to the Pacific Ocean.

With more nose-pressing, splotches of man-made minutiae can be spotted below. Along the Columbia River appear the twin cities of Longview and Kelso, with their mills; ahead looms Vancouver and its major industries. Westward the Columbia winds toward the Pacific, 100 miles distant; eastward 40 miles, also beyond sight, is Bonneville Dam, lowermost unit of the world's greatest hydroelectric harness. And then the spread of metropolitan Portland, reaching along both sides of the intersecting Willamette River just south of Vancouver.

Within minutes a modern air observer, passing over the economic center of a semi-isolated empire, will scan more earthly wonders than Lewis & Clark were able to cover in weeks as they slashed and paddled their way to the Northwest a century-and-a-half ago. He can see, too, the accumulated miracles of a modern economy that is outpacing much of the United States in growth and diversity.

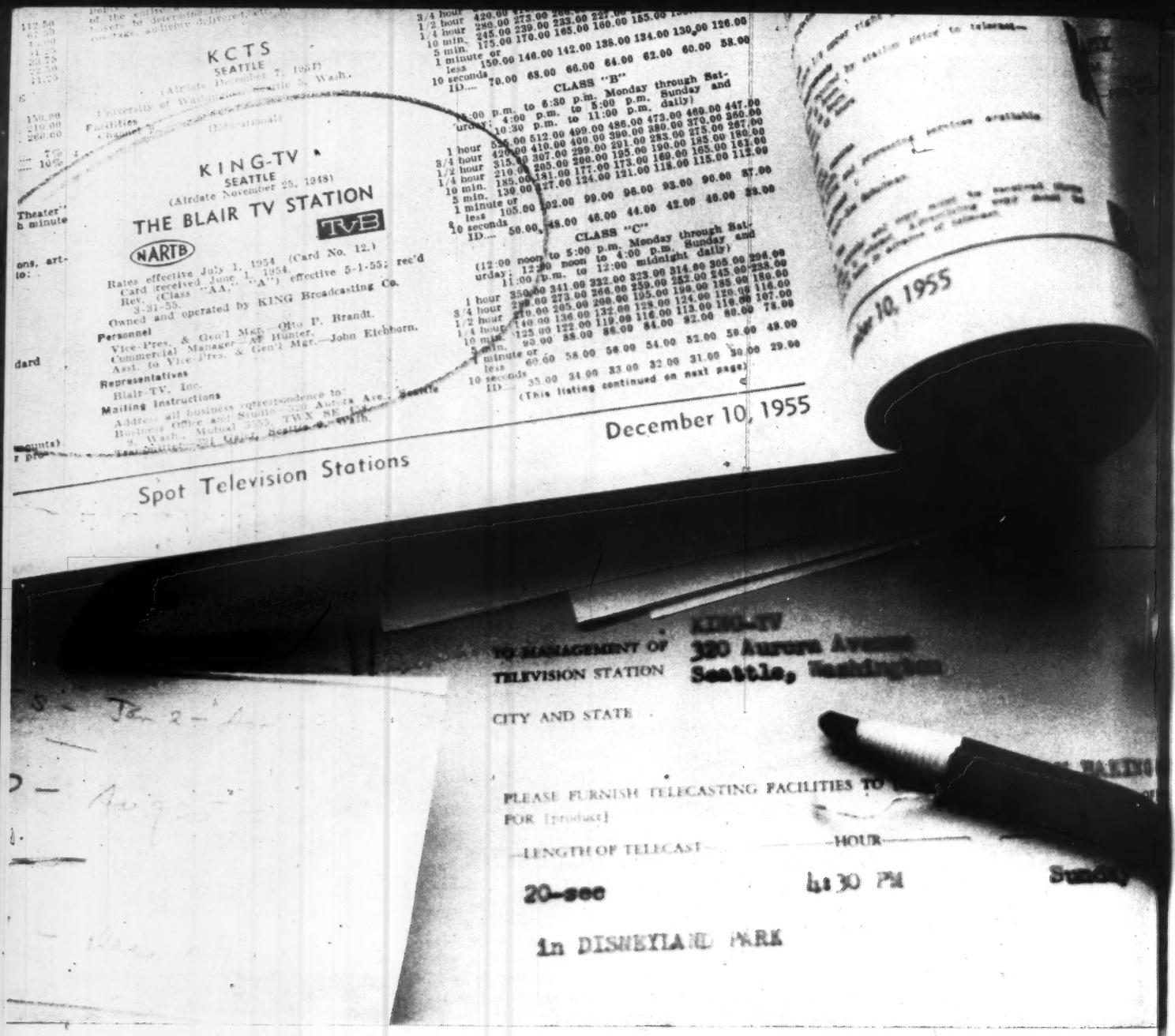
The Pacific Northwest still has all the magnificence that Lewis & Clark described in their glowing reports—all, that is, but some of the trees and now, finally, replacements are starting to catch up with the inroads of loggers. It has all that, and more—hydroelectric generators, fine harbors, prosperous cities, lumber and aluminum plants, productive farms. And the inland deserts are sipping newly available waters to produce oversize crops.

In this land of abundance, the artificial political lines often depart from economic actuality. Washington and Oregon are logically divided over three-fourths of their boundary by the Columbia River.

The Pacific Northwest, reading from left to right, consists of the rainy coastal strip, with barely a dozen towns strung over a stretch of several hundred miles; the wooded and wet coastal hills, with the world's principal stores of Douglas firs; the Puget Sound, Willamette and neighboring valleys, densely settled and housing around two-thirds of the

EXPANDING MARKETS

IN THIS, the fifth in a series of reports on the nation's changing market economy, B•T skips diagonally across the U. S. to explore a maturing frontier. Earlier articles by Mr. Beatty have explored The South (Nov. 15, 1954), Georgia (Dec. 27, 1954), The Carolinas (March 21, 1955) and The Mid-Gulf States (June 27, 1955).



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two-state population; the Cascades, reaching from Canada past Crater Lake to California; Washington's Columbia Basin and Oregon's Great Sand Desert, and finally, Spokane's Inland Empire, extending across northern Idaho into western Montana.

In the two-state area of 166,100 square miles are 4.2 million people, plus those in the contiguous market to the east. The growth has been so fast since pre-World War II that economists are having trouble catching up with their statistics. Two of every five residents have been there less than 15 years.

The Northwest's surging gain of 37% in population during the 1940-50 decade has settled down to a solid, normal rate of 17% for the 1950-60 decade while the Pacific Southwest states continue their war and post-war acceleration.

Is this bad? Or good?

The leading business analyst of the Northwest—Miner H. Baker, vice president-economist of Seattle-First National Bank—wisely refuses to go out on any hysterical prosperity limbs but he points to these solid elements in the area's economy:

• Federal spending is less than in the 40s, but it still feeds the three largest sets of pay envelopes—Boeing Airplane Co. (36,000 workers), Puget Sound Naval Works (14,000) and Hanford plutonium plant (over 9,000). They look good for many years.

• Most new industry is attracted by the local or regional markets for goods, with the area starting to feed off itself, though not like Southern California.

• Pipelines are bringing in Canadian oil; San Juan gas from Durango, Colo., is due this year and will tie into Canadian lines.

• Pulp and paper, natural semi-finished and finished products for this timber-studded country, are coming out of the mills at last, fortifying the raw lumber industries and offsetting in part the impact of 2,000-mile-plus freight charges.

• A new industry, wood chemistry, should enjoy its greatest growth in this logical land, with its timber, water and power resources plus conservation efforts.

• Over 40% of the nation's potential hydro power is in the Northwest. A somber comment by Mr. Baker: "Today it is not being developed rapidly enough." The Wenatchee Alcoa aluminum plant was the last major industry attracted by power.

• The new synthetics industry should find its basic ingredients in more abundance than any other area can offer. Cellophane, rayon and fertilizer are logical hopes for the future but there has been "a great deal more talk than fertilizer." A 330-mile Columbia channel from Pasco to the sea is now handling the largest barges. This low-cost transport will speed inland development.

• Wide expanses of desert land "will blossom when they are irrigated"; Columbia Basin will offer new production and new consumers.

• Unmatched tourist lures are bringing in $500 million a year; they're so superior that two-thirds of northwesterners take their vacations in their own land.

• There's water all around, with no shortage—a fortuitous resource that parched Californians would like to tap. Best of all, Nature replaces the supply every year.

• Alaska and the Orient are commerce builders, along with neighboring British Columbia and Alberta.

• Light metal and other electroprocessing industries will grow, if there's power enough.

• Exports of finished materials of many types, processed from local raw materials, are increasing as industrialization moves forward. They are going into both domestic and foreign markets.

• With oil coming in from Canada, huge refineries are appearing and the prospects are brighter for new petrochemical industries, producing hundreds of industrial and consumer products.

• Fisheries are below past catches, but serious conservation measures are expected to pay off in the future. Even so, the area supplies one-third of the U. S. fish supply.

These are key indicators of the 1956 Northwest economy—cold facts plus some promising potentials.

Mr. Baker put it this way: "As long as we have men with enterprise and vision it is impossible to say that an area is limited entirely by its raw materials or its markets or any other predictable factor. Nevertheless, removed as we are in this area from the major markets of the U. S., we must obviously depend to a great extent on developing our resources, or on unique products which can be transported at low cost.

"Therefore, we need an awareness of the resources we have and an alertness to opportunities for their future development."

In its semi-isolation, the Pacific Northwest recognizes that it must ship 2,000 miles to reach two-thirds of U. S. industry, whereas a plant in Ohio, for example, can reach the same market within 500 miles. Fortunately rail, freight, air and water transport are cutting down this separation in terms of time. The rate handicap remains but there are signs of relief at the Interstate Commerce Commission.

Principal ports in the Pacific Northwest are Seattle, Portland, Tacoma and Vancouver (Wash.), the last-named not to be confused with Vancouver, B. C. Rail rates are low for eastern commerce to be shipped abroad over the short great-circle route. Food and forest products account for 85% of exports. Imports, running half the value of out-going trade, include metal, metal manufacturers, copper, foods and beverages.

Expansion of the Far East and Alaska commerce is important to the region. Latin American trade avoids canal tolls and trade with Canada and Alaska is increasing. Large quantities of supplies are shipped out by the military. Alaska buys heavily of food, consumer goods and construction materials.

While the Pacific Northwest is handi-

WHERE MONEY GROWS ON TREES

ONE SUNNY AFTERNOON in late October, Mother Nature interrupted a drizzly week to stage a very special art exhibit for motorists wandering along State Highway 6 in the coastal range of northwest Oregon. On display was a garden of gaunt ghosts known regionally as "The Tillamook Burn."

Stretching over 20 miles, this eerie display consisted of countless millions of tall, ashen-white Douglas fir stumps, towering above an orange-yellow-brown-green setting provided by second-growth trees and assorted flora stained by autumnal influences.

The sickening scene, set off with the reddish rays of a setting sun, demonstrated two phenomena important to the Pacific Northwest—the destructive ferocity of natural forces and man's ability to recover from disaster. In a blazing two-day span back in 1933 a 360,000-acre area was denuded of enough fir to supply all of the nation's needs for a year.

Climaxing a century of flaming forest tragedies, Tillamook Burn helped convince public and private groups that timber resources must be protected from fire and from wasteful logging. A system of tree farms and logging techniques evolved. Already a third of Tillamook Burn has been replanted by helicopter and ground crews.

Oregon and Washington are first and second states in lumber output. They boast 26 million acres of soft, commercial Douglas fir and 20 million of Ponderosa pine. Fir is found in rainy coastal ranges, encouraged by up to 150 inches of rain a year and rolling summer fogs. Growth is fast, but it takes five to 10 decades to produce a commercially usable tree, compared to 10 or 15 years for a pine tree in the South. Ponderosa pine is gaining commercial favor. It is found east of the Cascade peaks.

Combined, the firs and pines provide raw material for finishing industries that add $1.5 billion annually to the value of fallen logs. Plywood output is 10 times that of pre-war days, with 100 plants turning out 4.9 billion square feet of fir sheets and hardwood. Pacific Northwest pulp output totaled 2.9 million tons last year and 2.8 million squares of red cedar shingles were produced.

Hardwood output is starting to bloom, and an exciting prospect centers around an entirely new industry, wood chemistry. Paper, container and kraft production are moving forward. A number of trade groups are promoting conservation and developing new methods as well as new products. They include West Coast Lumbermens Assn., Western Pine Assn., Industrial Forestry Assn., American Forest Products Industries and a new Northwest Hardwood Assn. They come up with such ideas as use of once-dumped sulphite, a fish-killer, for ethyl alcohol. Mills now get twice as much out of every fallen tree, using "everything but the breeze," as lumbermen often say.

Richard E. McArdle, U. S. Chief Forester, sees no early danger of an acute timber shortage but he's worried about the year 2000 when 275 million people may, the lumber industry hopes, need twice as much wood as the 1956 populace. It's nice to have customers, but lumbermen wish they would get a better break on freight rates, since two-thirds of consumer cost is based on transport and distribution.

5 REASONS WHY PORTLAND IS THE

Mr. Big No. 1

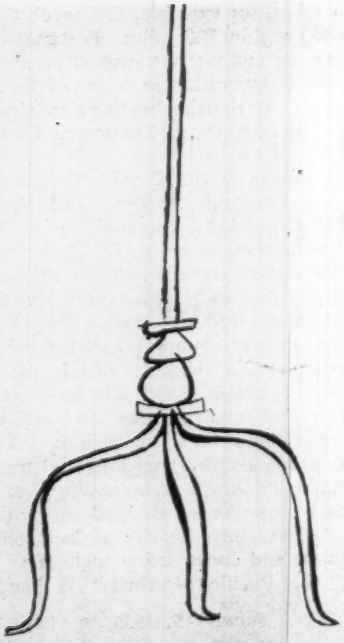
BARNEY KEEP *on "Keep Time," 6:00 to 9:00 a.m., Monday through Saturday.*

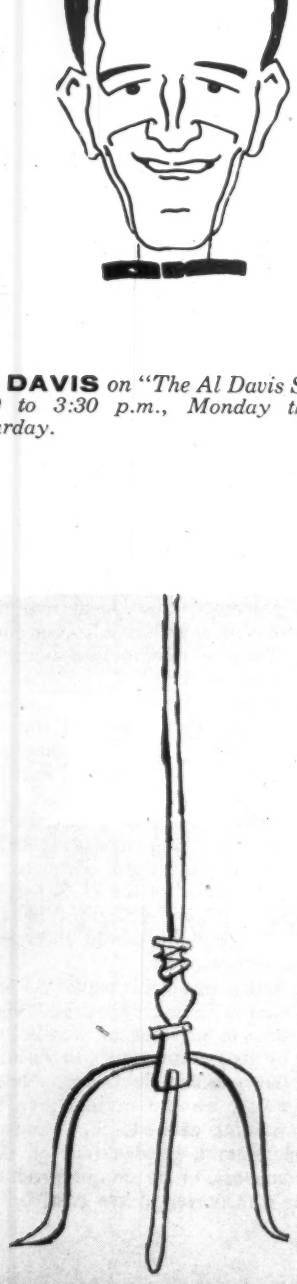
Mr. Big No. 2

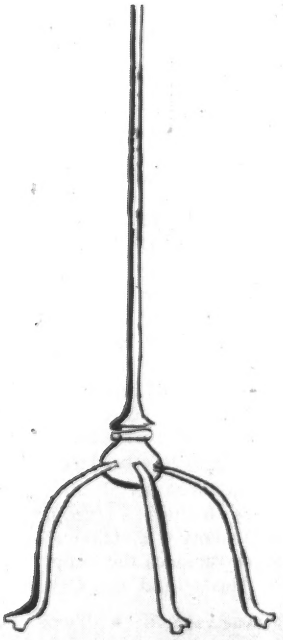
AL DAVIS *on "The Al Davis Show," 1:00 to 3:30 p.m., Monday through Saturday.*

Mr. Big No. 3

BOB BLACKBURN *on "Take It Easy," 3:30 to 5:30 p.m., Monday through Saturday.*







BEST RADIO MARKET IN THE COUNTRY

Mr. Big No. 4

MOON MULLINS *on "The Moon Mullins Show," 6:00 to 9:00 p.m., Monday through Saturday.*

The KEX "BIG 5" around the clock with

MUSIC • NEWS • COMMUNITY SERVICE

Of the 26 largest markets in the country, Portland has the highest radio-sets-in-use figure (Sponsor-Radio Basics-1955). The men shown here are the 5 big reasons. They're the top personality dj's in the Northwest.

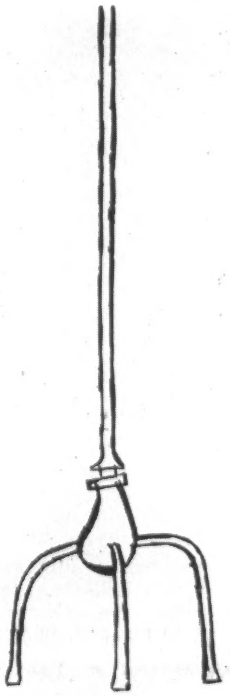
The "Big 5" Musical Fare is tops for audience acceptance. They give music in variety, brief news often, and services the community likes, from safe-driving campaigns to lullaby music for the 2:00 A.M. feeding. They make KEX your best spot buy on the Pacific Coast.

KEX is the only 50,000-watter in Oregon. KEX is on the air 24 hours a day, so it's the station Portlanders depend on. It covers not only Portland, but a major part of the Pacific Northwest, reaching more people at lower cost per thousand than any other advertising medium.

Availabilities? Call Bob Rudolph, KEX Sales Manager, CApitol 2-1881 in Portland; Eldon Campbell, WBC National Sales Manager, MUrray Hill 7-0808 in New York; or your Free & Peters men.

Mr. Big No. 5

AL PRIDDY *on "KEX Calling," 12 midnight to 6:00 a.m., Monday through Saturday.*



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FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
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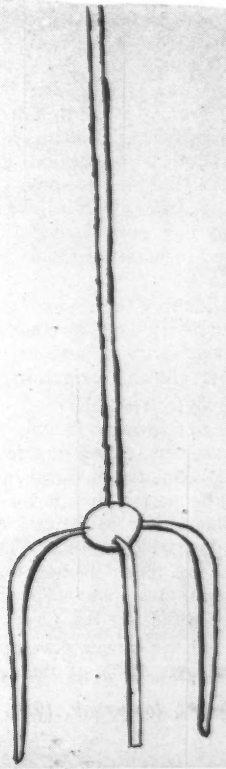
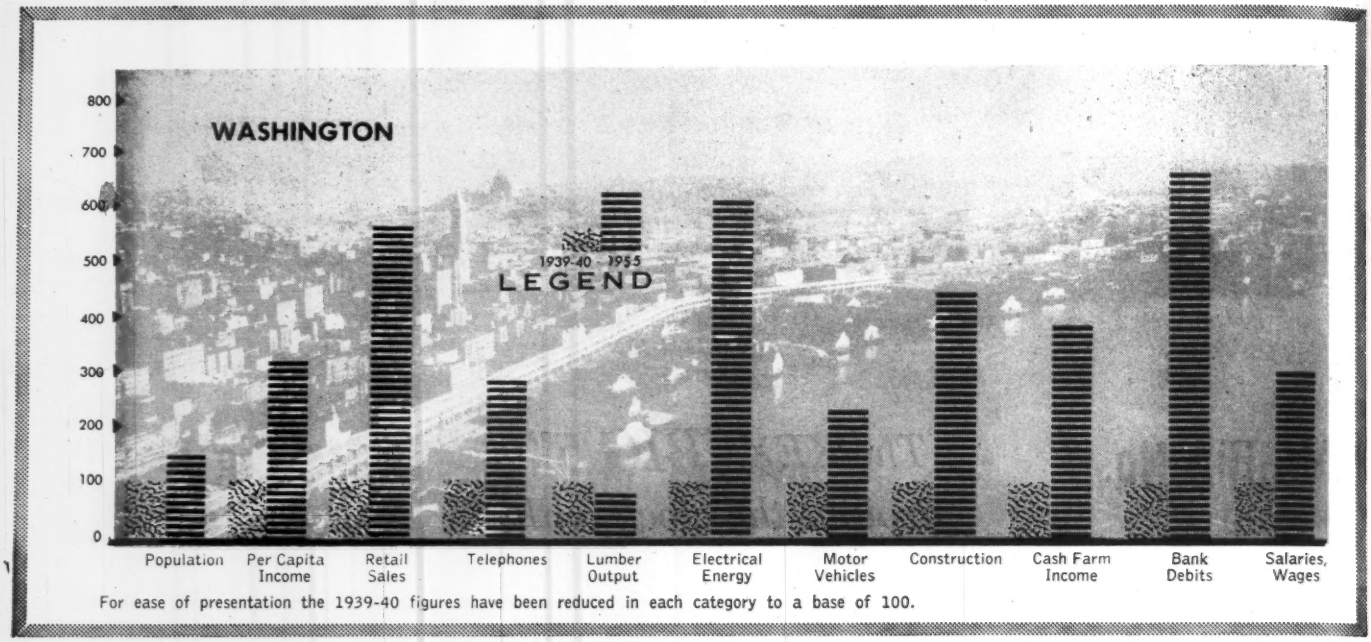




For ease of presentation the 1939-40 figures have been reduced in each category to a base of 100.

capped by distance in the national economic race, it looks with satisfaction at such winning factors as the nation's biggest woodshed (one-third of the lumber supply); the largest powerhouse anywhere, providing cheap energy; plants that turn out a third of the nation's aluminum (half of this is now fabricated locally); minerals (half of U. S. phosphate); climate advantages, and well-watered fields.

Still a young economy that depends on extractive industries centered around land, sea, rivers and forests, it confidently expects to become by 1975 the most industrialized area west of the Mississippi (Southern California please note). Present handicaps are California's greater industrial diversity and ability to be its own market.

Concededly national defense, an up-and-down factor, is important to the Pacific Northwest. Yet, as Mr. Baker points out, only six of 41 major new industrial expansion projects in the last five years have been based primarily on defense.

The pipelines that come from Canadian oil fields now feed huge Washington refineries: Ferndale, $38 million plant, General Petroleum Corp.; Anacortes, $75 million, Shell; Tacoma, $10 million, U. S. Oil & Refining Co. Lacking its own oil and gas resources, the Pacific Northwest is preparing to supply new petrochemical industries with the piped-in varieties from Canada and the Rockies.

In agriculture the region boasts exceptional productivity and diversity and the only brand new farming land in the nation, the Columbia Basin irrigation project (see "Washington" chapter).

Industrial growth in this corner of the U. S. has been so fast that few realize there is less dependence on farm income than the rest of the nation except for New England and some of the Mid-East. Stated another way, industrial payrolls are more important to the area than all but the two eastern areas mentioned above and some of the counties bordering the Great Lakes.

With all the power development, it's natural that over 99% of the farms in Washington, Oregon and the Idaho panhandle are electrified, said Edison Electric Institute.

A true market appraisal of the Pacific Northwest must include northern Idaho and some of western Montana. They are part of the Spokane trading area (see "Spokane" chapter). The mountain barriers between northern and southern Idaho are severe and talk is frequently heard that the sections should be split into two states or merged into neighboring states. Idaho's power resources are important, with a new Hells Canyon private project on the Oregon-Idaho border delayed by legal blocks put up by advocates of a federal dam.

Unless the Pacific Northwest gets more power, its future may not follow optimistic patterns, many of the region's ardent supporters feel. The energy-packed rivers are there, awaiting development. Low-grade coal suitable for the new cyclone steam generators is near the surface. Atomic energy has a promising if hard-to-predict potential. And, finally, new 500,000-volt transmission techniques have been developed. They promise cheap transportation of energy over hundreds of miles—even up to 1,000 miles.

That, in brief, is the essence of an economic narrative—the transition of a frontier region into an integrated industrial, natural-resource and commercial market.

WASHINGTON

MOUNTAINOUS Washington has water almost everywhere, now that backed-up Roosevelt Lake is being piped into a 60-mile-wide sagebrush track known as the Columbia Basin project—"the biggest plastic surgery ever performed on the face of the earth," as Washingtonians like to say.

The Pacific Coast shore line starting at the mouth of the Columbia River extends northward 186 miles to Juan de Fuca Strait. There, at Cape Flattery, begins one of the nation's most erratic tidewater lines. It extends 2,846 miles, moving south to the base of Puget Sound at Olympia and wiggling its useful way northward past Tacoma and Seattle to the Canadian line beyond Bellingham. Thousands of capes, bays, inlets and islands fill the strait and sound, providing fine spots for harbors and habitations.

There's still more water on the state's perimeter—300 miles of Columbia River border separating Washington and Oregon plus hundreds of more miles as the river extends upstate to the Canadian border near Washington's northeastern corner. Of the in-state section of the river, 150 miles is separately identified as Roosevelt Lake. This body of water is behind mile-long Grand Coulee Dam.

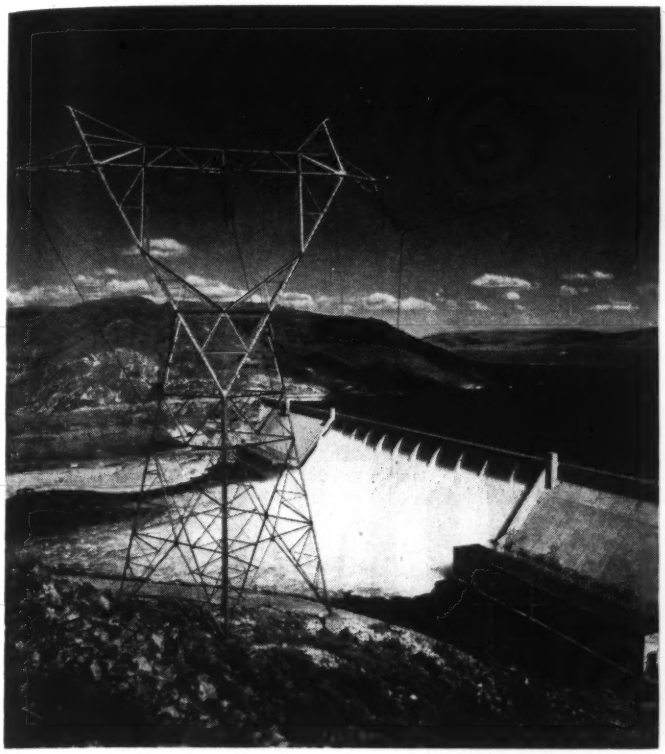
The strait, sound and river furnishes salmon and other fish, with Washington claiming to be the nation's No. 1 source of commercial fishing. The dammed-up water and 1,200 well-stocked lakes, plus smaller streams, provide recreational fishing in addition to the tidewater sport.

Washington's industry and commerce have thrived on these ample water resources, especially in the last decade-and-a-half. Its agriculture is distributed over four areas whose total output justifies these claims: "Fruit Bowl of the Nation"; No. 1 apple state (over one-fourth of U. S. total); second in sweet cherry, apricot and pear production; third in prunes; fifth in wheat (1955 production was 55.6 million bushels, down one-fourth from 1954 due to bad weather). And if anybody gets hungry for an extra nibble of wheat, Washington can point to enormous quantities stashed away in the holds of mothball ships at Olympia. Livestock and dairy output bolster the farm income, and Washington is feeling the farm pinch less than most states.

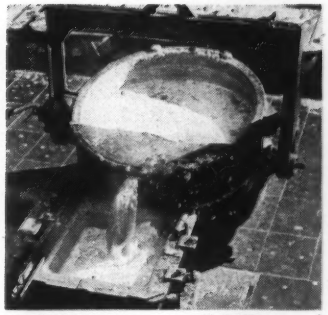
The opening of a new farm and industrial area in the dry Columbia Basin is sheer economic ecstasy.

This submarginal desert, once used for meagre dry-farming, covers an area of 2.5 million acres of which 1 million are suited to irrigation.

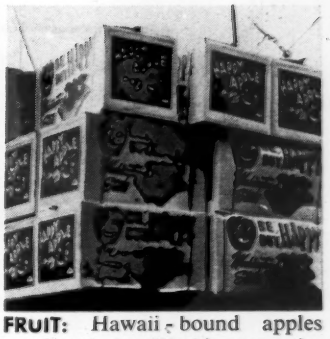
Right now the Columbia Basin program is half way through a 10-year schedule that will bring a hoped-for 6,400 farms totaling 600,000 acres under cultivation by 1961. Water now reaches about 200,000 acres. Every year 550 farms and 60,000 acres



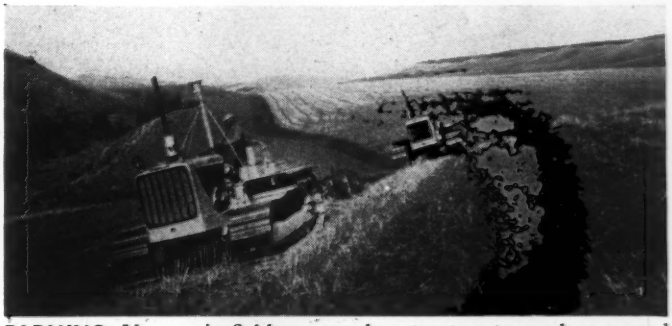
POWER: Tumbling waters of the Columbia and its tributaries fall several thousand feet, turning powerful hydroelectric plants like Grand Coulee Dam, world's largest. Lake backs up over 150 miles.



ALUMINUM: Availability of low-cost power attracted the light-metal industry to the Northwest to meet World War II needs.



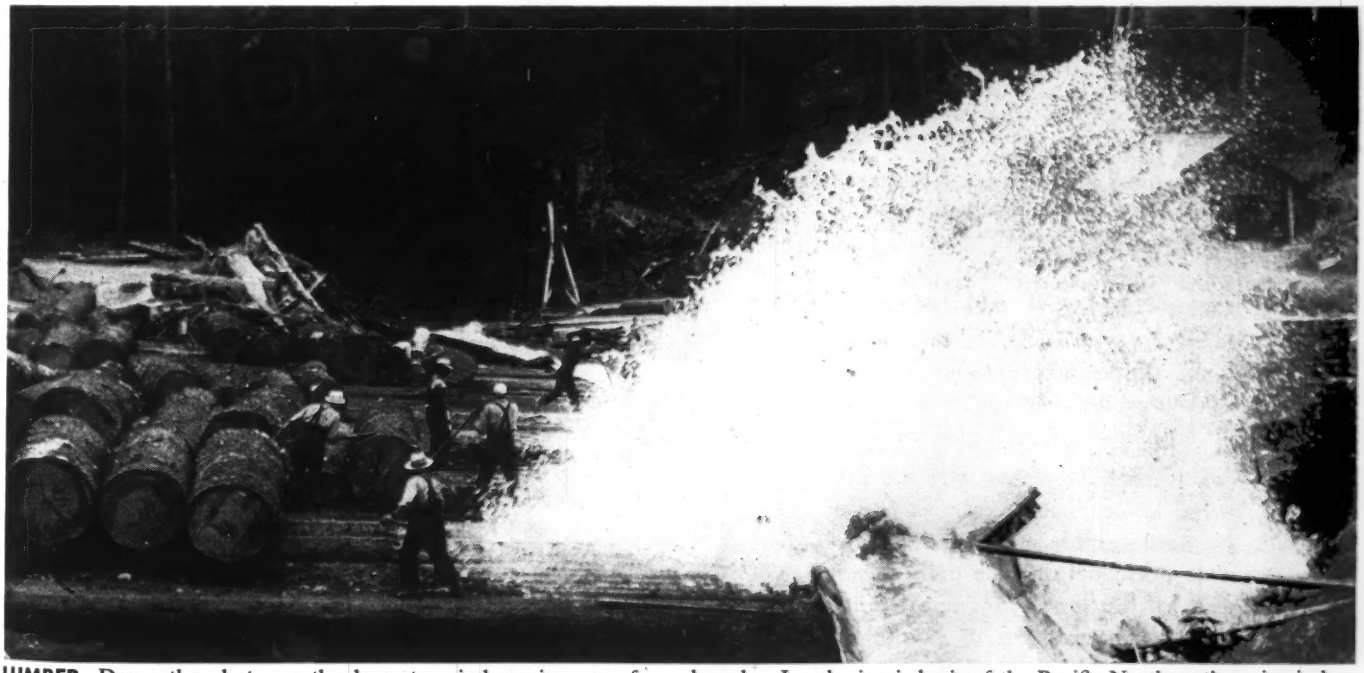
FRUIT: Hawaii-bound apples produced in Washington, the No. 1 apple state of the U. S. In turn, the Northwest buys sugar from Hawaii.



FARMING: Vast grain fields use modern tractors to produce record crops. Irrigation is opening desert and dry-farming areas to cultivation in Columbia Basin, using stored water from Grand Coulee.

WATERWAYS: Low-cost water transportation is expanding. This tug is towing a log raft in bay near Aberdeen, Wash.

AIR PRODUCTION: These eight-motor Boeing B-52 Stratofortresses are ready for delivery to the Air Force. They have top speed of 650 miles an hour and are new intercontinental striking force. Boeing has a $2 billion backlog of orders for defense and civilian gear.



LUMBER: Down the chute go the logs, to wind up in any of a hundred or more finished and semi-finished products, or just plain boards. Lumbering is basis of the Pacific Northwest's major industry. Newest development on the timber front is wood-chemistry.

FACT not fancy

Map indicates Grade A and Grade B contours, and minimum effective bonus area.

The contours shown here are the result of *actual* field strength measurements completed July 12, 1954. The signal strength map is based on data compiled by Professor H. M. Swarm of the Department of Electrical Engineering at the University of Washington and resident professional engineer licensed by the State of Washington.

This coverage together with the preferred low channel, maximum power, the Northwest's most talented and versatile personnel and the greatest network affiliation means consistently better advertising results. And that's FACT . . . not fancy.

FACT Coverage of a market area of 1,816,441 people—71% of Washington State's total.

FACT Coverage of a market area with over 3 billion dollars of effective buying income—68% of Washington State's total.

FACT Coverage of a market area where almost 2 billion dollars in retail sales are made annually—67% of Wash. State's total.

FACT Coverage of a bonus market in Canada and Oregon that totals an additional 583,367 people.

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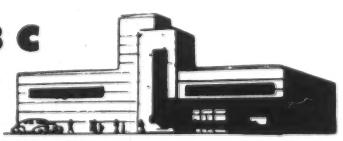

AND WESTERN WASHINGTON
Call your NBC Spot Sales man for availabilities

are getting their piped water through 275 miles of main canals and 1,000 miles of laterals. Each farm represents an average $28,000 investment.

The reservoir supplying the liquid-life adjoins the foot of 150-mile Lake Roosevelt, behind Grand Coulee Dam. Water is pumped uphill 280 feet from the lake into a long saucer dug by the Columbia River in the last Ice Age. Fortunately the demands for water by basin farms are heaviest in summer when the supply is at a peak.

Basin population is 55,000, more than double the 1950 figure. If the land-opening goal is met, it is expected to pass 125,000 when the 1960 census takers come around. If Uncle Sam snaps shut the purse strings, the expansion will be slowed down.

Cities like Pasco, Ephrata, Othello and Moses Lake are enjoying boom growth. Othello, population 2,500, has school kids from all 48 states. Opening of farms brings new people, who buy goods and services. Markets are people who want and buy things, so local business houses expand, buy more stuff from wholesalers. More people make more money and everybody benefits. Such industries as a $7 million Utah & Idaho Sugar Co. plant at Moses Lake and a $14 million Shell ammonia storage plant at Pasco come into the area. Boeing sets up Moses Lake test facilities for jets. Concrete plants, lumber yards, and specialty businesses develop. Soon a balanced economy appears—and this is just the opening chapter of another tale of a new 20th Century market. Pasco now has a 9-ft. channel to the sea and one of the largest barges in operation makes the trip from Pittsburg, Calif., via ocean and the Columbia.

How far will this expansion go? A study by Seattle-First National Bank projects present trends into a $30 million manufacturing area (value added) by 1965, with $316 million in wholesale-retail trade and $92 million in selected services. This assumes continued opening of new acreage on schedule. The federal government has put $200 million into irrigation alone and local investment runs about three-fourths that sum. Eventually local investment will push ahead of Uncle Sam's quota, with local, state and federal governments profiting from taxes.

Washington's expansion has included the atomic plant opened during the war at Hanford. Three cities—Pasco, Kennewick and Richland—owe much of their rapid growth to this plant, which has almost 10,000 permanent employes plus large additional forces when construction projects are underway.

Washington's industry, employing three-quarters of a million people, includes huge aluminum plants (using the cheap hydroelectric power) and the Boeing airplane facilities. Factories and lumber plants are scattered from busy Bellingham in the north to Longview-Kelso, a north-south valley housing two-thirds of the state's population. Second largest industrial center is around Spokane, economic capital of an important trading area.

Lumber employs more people up and down Puget Sound Valley and from Aberdeen-Hoquiam near the Pacific to Spokane, than any other durable goods industry. Once the leading lumber state, Washington gave way to Oregon just before World War II but it still is a major enterprise. Food production and processing are important. Defense industries center at Seattle and Spokane. Other industries include chemicals, primary metals (especially aluminum), printing, aluminum fabricating, machinery, furniture, stone-clay-glass, and more recently, petroleum. Natural gas will stimulate new industries when it becomes available later in the year.

The transition of Washington from trees, fish and farms to manufacturing, commerce and finishing industries has been rapid in the last 15 years. Like Oregon, the population is now large enough to consume an important part of the state's output. Non-agricultural employment has gone up almost 60% since pre-World War II days. Chemical industries, transport-utility, service trades and construction have led the pace, and government employment has gone up 2½ times.

Defense employment in Washington is figured at 63,000 workers, including Boeing Airplane, Puget Sound shipyards and the Hanford atomic plant. As nearest point to Alaska and the Orient, the Seattle area looks

WASHINGTON SPOTLIGHT

POPULATION — 2,590,000 (Jan. 1, 1956 estimate). Rate of 1940-56 increase, 44%, compared to 23% for U. S.

Area—69,127 sq. mi., of which 2,291 sq. mi. are water. Capital—Olympia.

Highest peak—Mt. Rainier, 14,408 ft., third highest in U. S.

Geography—Cascade mountains divide state into eastern plateau with Columbia River valleys; and western area, with Puget Sound Basin and Olympic Mountains. Mild summers and cool winters in western area, with 35 inches of rain in Puget Sound and 60 to 140 inches on western slopes of Olympic Peninsula. Few snows or freezes in western area. Temperatures run around 20 to 90 degrees in eastern area, with dry valleys in central part of state.

Enormous resources of pure water support vast fisheries, irrigate land and encourage industrial growth. Columbia is second largest river in nation, traversing 750 miles in state. Its tremendous fall between Canada and Portland, Ore., provides one of world's most important hydroelectric power sources and one-third of nation's water-power potential. Columbia River irrigates dry, fertile basin, with new farms being opened up by irrigation.

Other natural resources include 60 billion tons of subbituminous coal; 24 million acres of forests; miscellaneous minerals. Douglas Fir on western slopes is most valuable of all commercial trees, followed by Ponderosa Pine in eastern area.

Washington's agriculture includes southeastern wheat belt; diversified crops in Columbia Basin's irrigated areas; fruit valleys on eastern slopes of Cascades, and bottom lands on western slopes, specializing in dairying, berries, bulbs, vegetables and nursery crops. Most valuable crop is wheat, with state ranking fifth in nation.

Cash farm income in 1955 (estimated) —$570 million; $567 million in 1954.

Apples—28.6 million bu. in 1955; 23.2 million bu. in 1954 (leads U. S.).

Pears—7.21 million bu. in 1955; 5.6 million bu. in 1954.

Grapes—50,000 tons in 1955; 31,100 tons in 1954.

Prunes—21,600 tons in 1955; 13,200 tons in 1954.

Cranberries—45,400 bbl. in 1955; 61,500 bbl. in 1954.

Potatoes—15.3 million bu. in 1955; 13.2 million bu. in 1954.

Cattle—324 million lbs. in 1955; 308 million lbs. in 1954.

Wheat—55.2 million bu. in 1955; 72.4 million bu. in 1954.

Berries—$13 million value in 1955; $12.6 million in 1954.

Milk—1.63 billion lbs. in 1955; 1.82 billion lbs. in 1954.

Hops—20.6 million lbs. in 1955; 23 million lbs. in 1954.

Poultry, eggs—$43 million value in 1955; $42.9 million in 1954.

Sugar beets—675,000 tons in 1955; 761,000 tons in 1954.

Retail sales—$2.97 billion in 1955 (estimated); $2.85 billion in 1954 (U. S. Census).

Per capita income—$2,120 in 1955 (estimated); $1,949 in 1954.

Average earnings in manufacturing industries, 1955—$82.56 per week.

Electrical energy production—23.1 billion kwh in 1955; 23 billion kwh in 1954.

Building permits—$166 million in 1955; $175 million in 1954.

Lumber production—3.53 billion board ft. in 1955; 3.37 billion board ft. in 1954.

Pulp production—2.86 million tons in 1955; 2.38 million tons in 1954.

Plywood production—4.89 billion sq. ft. in 1955; 3.82 billion sq. ft. in 1954.

Industries—Forest products provide a living for one out of every three persons in Washington. One of the fastest growing is plywood production, once dominated by western fir industry but now coming up in the eastern pine slope. Pulp and kraft output is gaining, along with many types of millwork and furniture.

Alcoa, Kaiser and Reynolds have big reduction plants that once turned out as much as half of all U. S. aluminum in a year. The ratio is down to 35% currently, due to Gulf states expansion. Fabricating plants are now processing roughly half the pig aluminum. Foreign commerce and coastal shipping are abetted by wide, deep Puget Sound and San Juan Strait channels. The Richland atomic project is a major industry in itself, located close to water and power sources. Manufacturing employs 190,000 persons in the state, up to 40,000 of them at Boeing, whose pioneering in four-motor and jet planes is paying off with big military and airline orders.

toward a busy defense future. Ship repair and Boeing's big backlog of orders for giant planes provide basis for this optimism. The three defense units employ 8% of all workers in the state and another 17,000 civilian personnel work at 19 armed forces installations.

Food processing industries were hit in 1955 by unfavorable weather that affected such leaders as peas and strawberries, but larger crops in the late season brightened the picture.

Washington industry's growth has been fostered by low-cost hydroelectric power in addition to the forest resources and availability of water. Like the rest of the Pacific Northwest, Washington is waiting for more power before enticing too many industries. The state offices at Olympia supply only meagre information about Washington's economy, and promotional facilities are confined mostly to tourist advertising. Kenneth Gilbert, assistant to Secretary of State Earl Coe, ascribed the paucity of state economic data to political shenanigans and failure of his office to receive funds appropriated for this function. The state's current economic situation is professionally analyzed, however, by Seattle-First National Bank and the Seattle Chamber of Commerce.

Washington industry, while waiting to take advantage of the new supply of natural gas, still sees long-range hope in atomic energy development (see "Power" chapter) and possible use of the state's low-grade coal for the more expensive steam energy.

A sobering factor in Washington's fisheries is the continued decline of the Alaskan and Puget Sound salmon catch, but with other seafood such as halibut (world's largest supply), cod and many types of shellfish, the industry is doing well.

SEATTLE-TACOMA

THERE are two main types of businessmen in the economy that starts a good 15 miles north of Seattle's Bon Marche department store and extends southward 50 miles to the far suburbs of Tacoma. The types are:

1. Those who consider the area a single market.

2. The rest—or, those who call Seattle and its municipal twin, Tacoma, the separate No. 1 and No. 3 markets of Washington State.

Between the actual boundaries of the two cities, along Highway 99, lies a developed area dominated by one of the world's larger industries, the Boeing airplane plant. A little to the south is the Seattle-Tacoma airport. To the west are Puget Sound and the Olympics; to the east the Cascades, dominated by the brilliant whiteness of Mt. Rainier (14,408 feet and third highest in U. S.).

When businessmen of type No. 1 start talking up their market, and they do it with abandon and enthusiasm, they add the metropolitan population of the two counties in the area—King (Seattle) and Pierce (Tacoma)—and come up with a million-plus figure, 1,086,000 high-income people.

That total is 60% above 1940. Los Angeles excepted, what major market can match this growth, they ask. Then they use this for a topper—40% of the people in the state of Washington live in this area, and most of them like both the geography and the economy.

The No. 2 type of Puget Sound businessmen, whose interests are generally confined to either one of the two cities, can put up a convincing case on behalf of economic segregation. Seattle has an early-1956 metropolitan area (King County) population estimated at 780,000 (504,000 in 1940) and figures to hit 800,000 within the year. Tacoma (Pierce County) has an estimated 306,000 (182,000 in 1940).

The type No. 1 average businessman, as a believer in market integration, is pleased to divulge over a Trader Vic fog-cutter (beverage) in the Benjamin Franklin Hotel's Outrigger Room that combined Seattle-Tacoma retail sales totaled an estimated $1,363 million in 1955 compared to $1,271 million in 1954, a jump of around 8%. Factory wages in the combined cities totaled about $460 million in 1955.

But type No. 2 will, as a market segregationist, interrupt a eulogy of Puget Sound's natural and marketing lures long enough to explain that Metropolitan Seattle's 1955 retail sales passed the billion-dollar mark, reaching an estimated $1,046 million compared to $989 million in 1954, a jump of about 6%. Factory wages in Seattle totaled around $375 million last year.

Tacoma's retail story is impressive, too—an estimated jump of 12% in 1955, or $317 million compared to $282 million in 1954. Factory wages in Tacoma totaled $85 million last year.

These are the basic elements of the Seattle-Tacoma market and/or markets. Broadcasters in the Puget Sound trough belong to

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both the No. 1 and No. 2 types. They are separate-market advocates when their radio or tv signals serve one of the two markets. But with some signal patterns tracked far north of Everett, 25 miles from Seattle, and well below Olympia, 55 air miles south, broadcasters who do a regional coverage job think in terms of one cohesive market. Radio and tv, incidentally, are helping blend the twin cities into a unit.

Twin cities or one market—it all depends on the perspective, according to Otto Brandt of KING-AM-TV Seattle.

The drive along Highway 99 from Everett southward on Seattle's famed double-decked Alaskan Way past the Boeing plant and through Tacoma provides a vivid picture of Northwest marketing though it is a somewhat leisurely 65-mile trek pending outcome of a tollway controversy. Off to either side of the industry-bordered road are the natural beauties that attract and hold area residents. The traffic and sports advantages of Puget Sound, bolstered by forest and soil resources plus cheap electricity, have nourished incredibly swift development.

Mrs. A. Scott Bullitt, president of KING-AM-TV, said easterners don't realize that the region skipped the gun-totin' era which slowed down progress of the mountain and southwestern states. Easterners settled the Pacific Northwest before the Alaskan gold rush, and Seattle became the supply point for miners who bought equipment, headed north, and returned with gold that was converted into dollars.

Seattle stands conveniently along the calm Puget Sound waters, with a wide and unusually deep channel to the Pacific. Its port development has been a commercial saga, with 1955 import-export trade raising 38% over 1954 to 1¼ million tons, highest since 1927, plus nearly half that much Army shipping, mostly outbound. New facilities have been built. Then there's another freshwater facility extending along the canal that ties 26-mile-long Lake Washington to the Sound. This supports commercial and pleasure boating, and gives the city of lakes and hills the title, "Small-Boating Capital of America," since there are reputed to be more boats per family than in any other metropolis.

Naturally there's year-round cruising in this relatively mild climate, protected on the flanks by mountains and soothed by the Japanese current. Like Portland, Seattle has a lot of soggy days but the rainfall adds up to less than 40 inches a year, with mostly dry days from April to October. Plus-90 days are rare in summer with 63 degrees average compared to 42 in winter. Pollen count is low—ragweed victims take notice!

Caught between Elliott Bay's harbor line and Lake Washington, Seattle is wasp-waisted and elongated in a north-south pattern. The one-mile Lake Washington floating bridge is a tourist showplace and breaks the water barrier. Ferries fan out in all directions toward nearby cities. No city in the U. S. can offer a more diversified roster of recreational facilities—"from sea level to ski level"—as the Chamber of Commerce likes to say.

W. W. Warren, KOMO-AM-TV (Fisher's Blend flour station), says one of the area's main problems is being solved—the lack of population to provide a market for

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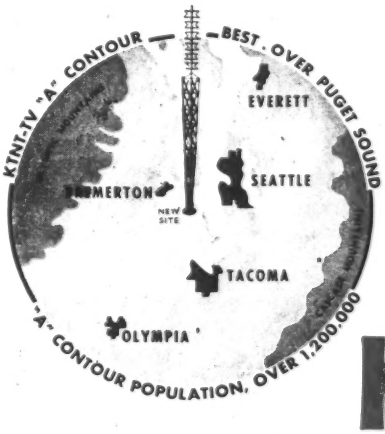

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local products. The city is a milling center, with soft Washington wheat blended with hard strains from Montana. Huge elevators permit storage of grain. A favorable factor in Seattle's growth is the revival of Orient commerce.

J. Elroy McCaw, head of the McCaw station group that includes KTVW (TV) Seattle, says many western Washington distributor franchises include the sprouting Alaskan cities, for which Seattle is gateway. British Columbia, with expanding Vancouver and rich new oil fields, is commercially close to Seattle, he explained. Hugh Smith of the Wesley Dumm station, KXA, said the Seattle-Tacoma airport is an active overseas air terminal, with a heavy volume of transcontinental passengers in 1954 and more last year. The modern terminal already is debt-free. Like sea traffic, Orient-bound planes follow the short great-circle route running close to Alaska. Young leadership keeps the Seattle market aggressive and progressive, he said. John Dubuque of KXA added, "The land and resources are here. The Northwest has the unlimited opportunity of a young area."

THIS IS PART of Seattle's harbor, with the Alaskan Way double-decker highway beyond piers. In background is the hilly segment of the city's main commercial area.

Lincoln W. Miller, assistant to owner Saul Haas of KIRO, put it this way, "Seattle, western Washington and the state have one of the greatest growth potentials of any part of the United States. Arrival of natural gas this year will bring in more new industries."

Mrs. Vernice D. Irwin, KVI, is "constantly amazed" at the way the market is growing. "This will be the main metropolis of the West Coast," she predicted. "Seattle gets a solid type of new citizen who wants to work and get high wages." As gateway to Korea, Seattle attracted many troops going and coming to and from the battleground, she said.

Mr. Brandt, after several years in the Pacific Northwest, can't see how anything can stop the area from growing, with its industry, commerce, new plants, cheap power, nearby refineries and defense facilities. James L. Middlebrooks, technical director of the KING stations properties and management appointee to the affiliated KTLV (TV), ch. 8 permittee (merger of KGW and KTLV awaits FCC action), said development of the newer electronics and similar fabricating industries will be rapid.

The Seattle defense story takes a bit of looking into, a market-minded observer will quickly find out. Essentially it is the dominant industrial force in the area. Boeing has a strung-out plant employing around 36,000 with a payroll that's not far from $200 million a year. Since youthful William E. Boeing twisted a hoop of wire and bunch of sticks into a 1916-model air demon, the plant has become a top builder of commercial and military aircraft. It gave the nation the flying fortress and B-29 in World War II and since has led the field in the domestic jet bomber and passenger craft race.

Boeing's 8-jet B-52 bomber is the new intercontinental striking force. A four-jet cousin for tanker use, and other jets are military favorites. And Boeing's new 707 passenger prototype, which flew to Washington, D. C., and returned last October in little over eight hours, is ahead of the field. At $4.5 million per copy, the 707 has been ordered by American (30), Pan American (20) and Braniff (5), and Continental. Other orders loom in a race with Douglas and Lockheed. Boeing dropped a lot of money in winning the race to put the first big American jet into the air, but with guided missile, nuclear power jet engine and other projects it now can boast a $2 billion backlog of orders.

The Puget Sound naval shipyard keeps up to 14,000 workers busy in fleet repair and air carrier conversion to the new canted decks. A single carrier conversion runs $40 million. The Seattle-area naval shipyard facilities are turning out two frigates at $25 million each. The payroll is the second largest in western Washington.

Summed up, Seattle has mountains, deep-water access to the Pacific, strategic convenience for Orient traffic, narrow temperature range, fresh-water lakes, low-cost power, high literacy and home ownership, varied industries, four transcontinental railways, five commercial airlines and fishing in the front yard.

AND THEN it has a friendly neighbor, Tacoma, which has most of these advantages but less than half the commercial expanse. Lumber is the largest payroll, including the Weyerhaeuser headquarters. Actually, Tacoma is older than Seattle, according to J. Archie Morton of KMO. Lumber dominance has given way to diversified industry, he said, citing such names in the "Forest Products Capital of America" as Kaiser Aluminum, American Smelting, and Pennsylvania Salt.

"Tacoma is spreading to the south and west," he continued. "The Tacoma trading area is larger than Spokane though the city is not as large." Spokane will wade in with fists flying anytime its No. 2 ranking in the state is challenged, but Mr. Morton stands ready to stick to his claims.

The Puget Sound deep waterway supports extensive port facilities, with improvement projects in prospect. The city's civic leaders want America's industries to know that Tacoma still has thousands of acres of tideflat sites whereas, they claim, Seattle has about used up its tidewater industrial land.

Len Higgins, KTNT-AM-TV, listed such Tacoma assets as adjacent Fort Lewis, second largest permanent Army post in the nation; McChord Air Force Base, Mt. Rainier ordnance depot, gateways to Rainier and Olympic national parks, unbelievably fertile Puyallup Valley and a new mile-long Narrows Bridge across Puget Sound. Out on a protruding tongue of land is Point Defiance, a 638-acre virgin wilderness.

Mention anything Seattle has, and a Tacoma booster answers, "We've got it, too." Tacoma shares Seattle's work opportunities at the Boeing plant and other industries. The rush-hour traffic along Route 99 is dense, and residents of the two cities obviously share a lot of each other's dollars.

It's a sort of Minneapolis-St. Paul twin-city arrangement—one enormous market or two big ones, depending on the commercial perspective.

SPOKANE

IN SPOKANE, capital of the "Inland Empire", they measure distance out to the suburbs with a yardstick 100 miles long.

This city of 186,000 persons (Jan. 1, 1956, estimate) is described under usual metropolitan area definitions (Spokane County) as a market of 260,000 whose dwellers last year spent $334 million in 2,500 retail establishments.

But anyone who tries to measure Spokane by the usual metropolitan area standards will find out in a hurry that it just isn't that simple. There still should be included, they insist in Spokane, a group of blooming "suburbs" tied into the market by natural and merchandising links—such suburbs as Pullman (75 miles away), Sandpoint (76 miles), Ephrata (121 miles), Wenatchee (168 miles) and Yakima (220 miles), to mention a few.

These cities, and many others, belong to a four-state marketing kingdom that did a 1955 retail business of at least $1.3 billion (projection of 1954 Census data). The favorite name, Inland Empire, grew out of media efforts to convince New York's Madison Ave. (2,653 miles) that its advertising experts haven't yet discovered a farm and industrial economy of vast area and wealth.

The Inland Empire is defined to include 19 counties in Washington, 10 in Idaho, six

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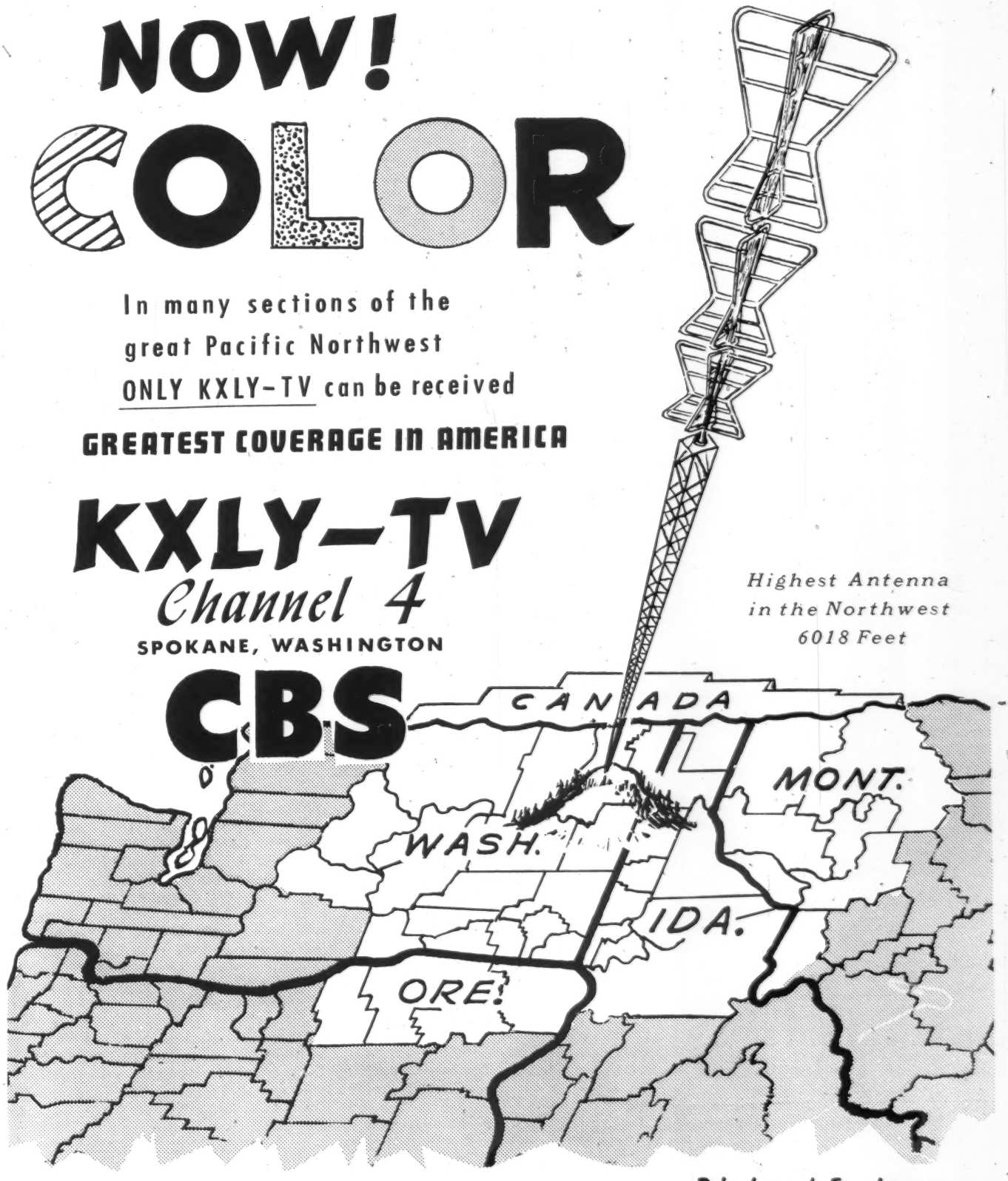

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PACIFIC NORTHWEST: MOORE AND LUND

in Montana, one in Oregon, and a considerable amount of Canadian acreage.

A new empire within an empire has been sprouting in the last decade-and-a-half—the Columbia Basin irrigation project. It is expanding every year as life-giving water is fed into new fields.

Spokane's businessmen cite a set of arresting facts to back up claims on behalf of their empire definitions:

• It is the only point within hundreds of miles where mountains can be crossed by an easy grade, accounting for the conveniences supplied by five transcontinental railroads and several highways.

• The city is the only major manufacturing and marketing center between Seattle (288 miles) and Portland (376 miles) to the west and Minneapolis-St. Paul (1,347 miles) to the east.

• Nearest city to the north is Calgary, Alta. (465 miles), with Vancouver (412 miles) to the northwest and Salt Lake City (740 miles) far to the south.

When the movement of money, merchandise, raw materials and finished goods is traced in all directions out of Spokane, the city's businessmen will show how economic life lines connect points as far away as Ephrata, Grand Coulee (95 miles), Wenatchee (168 miles), and Ellensburg (187 miles) to the west; Yakima, and Pasco (150 miles) to the southwest; Walla Walla (162 miles) and Lewiston (110 miles) to the south; Coeur d'Alene (33 miles) and Wallace (83 miles) to the east; Sandpoint, and Bonners Ferry (111 miles) to the northeast.

Coeur d'Alene, across the border in Idaho, is the only city of 10,000 within 75 miles and there isn't a single city of 40,000 within 150 miles.

Expansion in a Vastness

With all the vast distances between communities, the Inland Empire is one of the nation's faster growing areas. The number of factories has increased over one-third since 1947 and factory payrolls have more than doubled.

Idaho's member counties add $166 million in retail sales to the Inland Empire's annual business, with another $117 million from western Montana and $55 million from Umatilla County in Oregon. Canada adds to the retail and wholesale business in Spokane, but it's hard to reach a close estimate. Hamilton Owen, industrial director of Spokane's Chamber of Commerce, checked local banks and found that close to a half-million dollars in Canadian currency had been handled in a current month, indicating stores had benefited substantially though the figure did not cover checks and charge accounts.

These dull statistics add up to good news for Spokane. Some of the more distant markets in the Inland Empire may contest Spokane's claims to their dollars but they'll concede it is a major metropolitan influence in their business lives.

Gather round a moment for a quick lesson in geography! Spokane's area of market influence is bounded on the west by the lofty Cascades, with only three highway passes going through to the Seattle-Portland valley. To the north are the spectacular Canadian Rockies. Eastward are the Bitterroot Mountains and Continental Divide, and the Oregon Blue Mountains provide a southern barrier.

Within these natural fences are three of the world's most famous man-made achievements—Columbia Basin irrigation project, largest land reclamation job ever undertaken; Grand Coulee dam, one of a series of hydroelectric projects, backing up the water that's fed into these once-parched fields, and finally the Hanford plutonium plant, a monument to atomic energy that carried a community of 6,000 all the way to 40,000 in a decade.

Spokane looks around at Yakima, Moses Lake, Lewiston and Wallace, offers the hand of economic friendship, and then starts gazing over its own city limits. Within the metropolitan area are industries by the hundreds, topped by Kaiser's Trentwood rolling mill (largest west of the Mississippi) and its Mead reduction plant (second largest in the United States). As was the case with other metal industries, as well as lumber and related resources, availability of cheap power was an important element in the decision to locate at Spokane. Kaiser was employing close to 6,000 people late in the year. Fairchild Air Force Base, Geiger Field and a naval supply depot provide a $2.5 million monthly payroll. "Why a naval supply depot so far from the Puget Sound bases?" strangers often ask, getting the strategic answer, "Because it's so far from the ocean."

Spokane is fast growing, with retail sales up a third since 1950. Population went up around 13% in that time. "This is a rich market," said Richard O. Dunning of KHQ-AM-TV. "The economy was once built around raw material, farming and distribution. World War II brought aluminum, aeronautics and satellite industries, all with big payrolls." He added, "Remember, tell those Madison Avenue folks this is an economy they haven't discovered."

Robert H. Temple of KREM-AM-TV, the Louis Wasmer stations, noted that the five railroads—Union Pacific, Northern Pacific, Milwaukee, Great Northern, and a line through primitive area to Calgary—keep raw materials and finished goods moving, with truck carriers playing an important role. "South of Spokane is the 'breadbasket of the nation,' " he said, supplying wheat and other food products. Richard E. Jones of KXLY-AM-TV told how fabricating industries are developing. He listed vast mineral resources and predicted arrival of natural gas later this year will help industry. The KXLY-TV transmitter sits atop Mt. Spokane, east of the city, at an elevation of 6,018 feet.

Burl C. Hagadone, KNEW, predicted "the pulp and paper industry will grow more rapidly during the next few years than any other single industry, supplying large new payrolls."

A tour around Spokane's business center, with hills in several directions, shows modern structures and major new merchandising centers. Buying power of the Inland Empire is described as higher than that of 36 states, with Spokane stores getting much of the benefit. Outside capital is moving in rapidly. A new freeway extends eastward toward Coeur d'Alene. The airport is decorated with long rows of military planes. The sagebrush fields south and west of the city are giving way to crops as locally made alu-

minum pipes feed in water. Rainfall is only 16.3 inches a year, practically guaranteeing good fishing weather during the summer months at the 100 lakes within 50 miles and numerous streams in the hills.

Three-fifths of Washington's farm income comes out of Spokane's area of influence. Mining activities in Idaho are tied into Spokane. A stranger who looks around the main streets will be surprised to find a geiger counter on display in every other store window. There's a waterfall downtown, too.

Wholesaling is growing with terrific speed, feeding supplies out into the Inland Empire. Lumber supports a $75 million payroll at 500 area sawmills, including the largest white pine sawmill in the world, a Weyerhaeuser unit.

Like other northwestern cities, there's concern over the chance of a power shortage in a few years but right now the city's more interested in making 1956 a much better year than 1955, which was a much better year than 1954.

Ex-Sen. Clarence Dill, who supplied a lot of the push behind Grand Coulee as well as federal radio legislation, reminded that Columbia and its tributaries are waiting for new dams and can supply power for everyone if they are harnessed. Looking out his law office window toward his home on a high bluff, he said, "Except for two terms in the Senate I've lived here 47 years. I remember when this was a small town. Watch what will happen to Spokane in the next half-century—especially if public funds are supplied for new dams and the cheap power that attracts industry."

WASHINGTON CITIES

ABERDEEN - HOQUIAM — Logging, lumber, wood products and furniture are the main industries in Grays Harbor County, according to Harry R. Spence, KXRO Aberdeen. The port of Grays Harbor is described as one of the best on the Pacific Coast. The county (population 56,000, 17,000 employed) has 50 miles of ocean front. Its retail sales totaled $59.9 million in 1954. Climate is suited to forest growth. Fisheries are important, both for industry and recreation. Harbor Plywood Corp. employs over 600; Aberdeen Plywood Corp., 400. The area recovered quickly from the 1954 lumber strike and all types of business increased in 1955. Retail trade in 1954 totaled $36.5 million in Aberdeen, $8.65 in Hoquiam.

BELLINGHAM—Close to the Canadian line, Bellingham gets 20-25% of its retail business from customers across the border. Its main trading area, according to Rogan Jones of KVOS-AM-TV, covers a population of 200,000. Counties included are Whatcom (71,000), Skagit (47,000), San Juan (3,200) and parts of Clallam, Snohomish and Island. Alberta oil piped in from Vancouver goes to big General Petroleum and Shell refineries, with another refinery expected next year. Natural gas comes from Canada and the Southwest gas network will include Bellingham. Two plywood plants and Puget Sound Pulp & Timber Co. are major employers, along with many sawmills and an expanding paper converting industry. Agricultural income is heavy. It includes dairying, poultry and seed products. Whatcom County retail sales totaled $79.4 million in 1954, with $56.7 million in Bellingham.

MODERN SPOKANE, capital of an "Inland Empire," exerts economic influence far beyond surrounding mountains.

BREMERTON—Seat of the Puget Sound Naval Base, Bremerton, has a population of 33,000. It is the main city in Kitsap County, 84,200. The county is closely tied into the Seattle market, with frequent ferry service across Puget Sound. The city is strung along the waterfront and has a seaport flavor. Business is good, with aircraft carrier conversion a stimulating factor.

EPHRATA-MOSES LAKE — Back in 1940, Ephrata quietly celebrated the attainment of 1,000 population. With opening of the Grand Coulee power and irrigation facilities, the population has jumped to nearly 9,000. Moses Lake has jumped from 300 to 9,500. Grant County is now around 41,000. As the Columbia Basin develops, these cities face a future of exceptional promise. "The era of drought, despair and desolation is at an end," said C. A. Hawley, Grant County auditor, in a recent sketch. Bob Moore of KULE Ephrata noted that Grand County retail sales had passed the $40 million mark in 1954, and added they were increasing at a faster rate than 3,000 other U. S. counties can show

EVERETT—With population of 35,000, Everett is the principal city of Snohomish County, just north of Seattle. County population is 132,000, with retail sales of $123 million in 1954. The city sits on Port Gardner Bay, with a landlocked harbor. The sound, with Whidbey Island to the west, offers fine salmon fishing. Lumbering is the main industry, including a huge Weyerhaeuser plant. Snow-capped peaks are seen to east (Cascades) and west (Olympics).

KELSO-LONGVIEW—Located at the confluence of the Cowlitz River and Columbia, these twin cities have the two largest sawmills in the world, Weyerhaeuser and Long-Bell. Reynolds Metals and Longview Fibre are among large employers in this industrial community. Longview has berths for ocean vessels, large loading slips for barges and a grain car-tipper. Population of Cowlitz County is 60,000—24,000 in Longview, 9,400 in Kelso. Tourist business is increasing, boosted by easy access to ocean beaches 80 miles west, mountain, lake and forest resorts and a new north-south pavement (Route 99). Cowlitz County retail sales totaled $54 million in 1954—$12 million in Kelso, $35 million in Longview.

OLYMPIA—As state capital, Olympia has a steady block of income (nearly 3,000 state employes) to supplement industrial and service wages. It is located in Thurston County, having 18,000 of the county's 48,000 population. The city is situated at the end of Puget Sound and the view from the Capitol is scenic and industrial, with an expanse of 100 merchant ships in mothball formation as an added feature. Retail sales in 1954 totaled $53 million in Thurston County and $44 in Olympia.

Olympia is 191 miles from the ocean but maintains a well-equipped harbor with rail facilities and a big cold storage plant. Several ocean steamship lines and a Puget Sound inland carrier use the port. Outbound lumber and inbound petroleum are the main cargoes. The Chamber of Commerce seeks new industries with a vigor not observable around the magnificent array of state government offices. Olympic Brewery is a favorite spot for sightseers, drawing 40,000 a year. Weyerhaeuser Timber Co. is one of the area's big employers. Two transcontinental rail lines pass through the city. Tom Olsen, KGY, explains that Olympia is enjoying steady growth and should not be thought of as a boom city. Out in Thurston County are big gladiolus and narcissus bulb farms. The tiny Olympia oysters are grown in carefully tended oyster beds. The city is gateway to resort areas extending out in all directions.

PASCO-RICHLAND-KENNEWICK — With Columbia River development, Pasco and neighboring cities are nicely set for the future. Pasco is near the junction of Columbia, Snake and Yakima rivers and is a wholesaling center. A deep Columbia channel carries the grain, alfalfa and other crops downriver. Pasco's population, 14,000, has tripled since 1940; Kennewick has sextupled, 2,000 to 13,000, and Richland (Atom Town), home of the Hanford plutonium plant, has blossomed into a new city of 23,000. The improved river service to Portland will make Pasco an increasingly important oil port and industrial center. It is located on the Standard Oil pipeline from Salt Lake City. A new Shell plant highlights the industrial center. Retail trade in Benton and Franklin Counties totaled $100 million in 1954.

VANCOUVER—This suburb of Portland (see "Portland" chapter) is a city in its own right—42,500 population, plus built-up surrounding area, and $47 million in retail sales. Clark County has 86,000 population, $70.8 million in retail sales. It is the largest seaport on the Columbia River, with lumber, grain and general cargo docks; has $35 million factory payrolls, including Alcoa and Carborundum plants, lumber, wood products, chemicals, paper, garments and metals; still has large tract of industrial land available. The busy port is the farthest inland on the Columbia, being 90 miles from the Pacific.

WALLA WALLA—As center of one of

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GAYLE V. GRUBB, V.P., West Coast Sales Manager, 111 Sutter St., San Francisco, SUtter 1-3631

Represented Nationally by NBC Spot Sales

Washington's rich farming valleys, Walla Walla (Indian term meaning many waters) has a county population of 42,000, of which 25,500 are in the city. Retail trade in 1954 totaled $47.2 million in the county, $44 million in the city. It is close to the Oregon border in the southeastern corner of Washington.

YAKIMA—Within a five-county area having a 90-mile radius are 265,000 people whom Yakima claims in defining its trade influence. The city is center of the first major U. S. irrigation project, with 700,000 acres of surrounding land under cultivation. It is the main metropolis between Spokane and the built-up economy west of the Cascades. From its central point east of the mountains, Yakima is processing point for Yakima County's extensive fruit production. The county claims to be first U. S. county in output of apples, pears and hops; fifth U. S. county in total agriculture production ($125 million annual farm income); fifth in cherries; sixth in output of all fruits and nuts; eighth in peaches, and ninth in plums and prunes.

Tom Bostic, KIMA-AM-TV, said this fast-growing county is the third largest in the Northwest in area, with lakes, mountains and 305 days of sunshine every year. Transcontinental and international planes sometimes land at the airport if Seattle is fogged in, he said. Rainfall is only 7½ inches a year, but the Cascades feed streams and reservoirs that moisten land producing some of the world's fanciest fruit.

Yakima has the biggest concentration of cold storage facilities in operation, Mr. Bostic said. A hundred manufacturing plants are related to fruit processing, with 210 others including lumber, wood products and metal working. Yakima expects to serve as metropolitan center for the Columbia Basin project. Retail sales in 1954 totaled $159.3 million in the county, $96 million in the city. Yakima County has a population of 149,000; Yakima 44,000.

OREGON

THE STATE of Oregon, as any Portland wholesaler knows, provides living proof that the Pacific Northwest's pioneer mapmakers and businessmen were incompatible.

From a Portland warehouse on the Willamette River, a carload of stoves, refrigerators or television sets may eventually be distributed into three states, depending on the particular distributor's franchise. From this wholesaling center close to the Washington border—half-way between Canada and California—white goods, hard goods, soft goods, and the tools of farm and industry reach destinations in such Washington cities as Kelso, Longview, Vancouver and Chehalis on the north. Along the low-level, low-cost Columbia River waterway and its easy land routes, these products get into Richland, Pasco, Walla Walla and even Yakima.

Vancouver, just across the Washington border, is an integral suburb of Portland. Far away, Boise and Pocatello, in southern Idaho, are serviced sometimes out of Portland via rail and highway transport. Some Portland distributors reach as far as a western strip in Wyoming and a thin slice across the northern part of California.

MACHINE VS. MOUNTAIN

MOUNTAINOUS obstacles crumble before the might of a Caterpillar tractor as a new road is cut through some of the nation's roughest terrain. New and better roads plus deeper river channels and expanding air transport, are joining railroads in the effort to remove the Northwest's semi-isolation from the rest of the U. S.

Oregon's economy thus enjoys a flow of dollars from several other states, a financial bloodstream whose possibilities were not foreseen by the early surveyors and statesmen who plotted the boundaries.

Two-thirds of Oregon's business is strung along a north-south valley and tributaries between the Cascade Mountains and the wooded coastal ranges. Both population and business have been growing at a faster rate than Washington can boast, Oregonians claim, a source of considerable satisfaction after pre-World War II years in which the state played country cousin to its northern relatives.

Oregon has three principal assets: (1) More timber and forest products, resources and industries than any other state; (2) the Columbia River and tributaries; (3) Portland (see "Portland" chapter).

The timber provides ingredients for industries employing two of every three factory workers. It fills the nation's lumber yards and supplies material for paper, pulp, plywood and related plants (see "Forest Products").

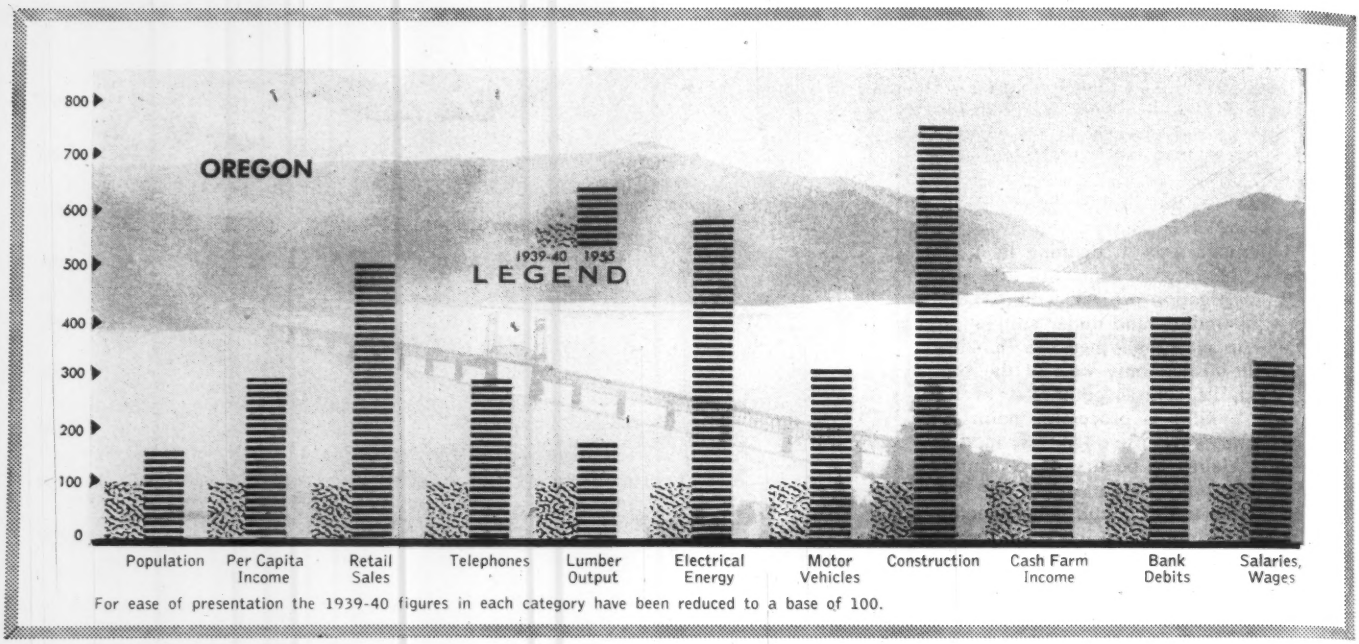
The Columbia River, fed by the Snake, Willamette and other streams, roars downward over numerous dams to provide cheap hydroelectric energy. This is expecially helpful to power-eating aluminum and other light metal plants (see "Power" chapter). Portland is important as the industrial capital of the state. It is Oregon's only major city and the metropolitan population is just outside the first 20 U. S. cities. The nearby Columbia carries water commerce to foreign countries, Alaska and domestic ports.

Geographically, Oregon is big (exceeds New York and Pennsylvania put together); intensely green, especially in the western third; moist in the same third, and bordered by 900 miles of water (Columbia River 300, Snake River 200 and Pacific Ocean 400). Its peaks (Mt. Hood, Mt. Jefferson, Three Sisters) are snow-topped all year. East of the Cascades there are vast dry areas, with 1.3 million acres of irrigated land. Heavy rains wet the huge fir trees on the coastal ranges. Temperatures are mostly mild west of the Cascades, with pleasant summers. The eastern portion has much greater temperature extremes. Snowfall in a winter totals 6 to 12 inches a year in the Willamette, and an astonishing 460 inches in the Cascades at the 6,000-foot level.

Oregon's agriculture is important. It leads the U. S. in seed crops, filberts, peppermint, several types of berries, prunes and snapbeans; ranks No. 2 in strawberries and walnuts; third in pears and hops. The seed crop brings in up to $35 million a year. There are more kinds of seeds grown than any other state can claim, including about all of the rye grass, plus vetch, winter peas, fescues, bent grass, clovers and blue grass.

The state has led the nation in lumber for nearly two decades. Production of finished wood products and other forest derivatives is increasing rapidly. These include plywood, kraft paper, containers and paper. Newer chemical industries are growing, including pharmaceuticals, insecticides, paint, cleaning compounds and fertilizers. Abundant water and low-cost power are a big help. Electronic plants are expanding.

Food processing is the second most important industry, with 14 million cases of fruits and vegetables shipped in a year plus a quarter-billion pounds of quick-frozen. Flour is milled at Astoria, and fish processing



For ease of presentation the 1939-40 figures in each category have been reduced to a base of 100.

is important in this westernmost outpost at the mouth of the Columbia. Portland, The Dalles and Pendleton have flour mills. Large quantities of wheat are exported. Pasture land with deep grass supports livestock and dairying industries.

The metal industry is third, led by primary metal production. Fabricating and specialized plants are expanding constantly. Tools, heaters, trucks and trailers, machinery and other metal products are produced in volume. Textile production is increasing, with nylon and other synthetics joining native wool. Pendleton fabrics are world-famed.

Oregon's rocky coast, Columbia Gorge, Mt. Hood and other natural attractions draw in tourists from all over the nation. Oregon spends $350,000 a year advertising its charms to tourists, about the same as Washington.

The state is rather bashful about its commercial progress, maintaining a modest economic promotion unit that would startle an industry-seeking state in the South. Down in Dixie they discovered some years ago that energetic promotion campaigns plus tax and factory-site inducements would bring industries pouring in to take advantage of these benefits as well as a supply of eager labor. Southerners found that each new industrial job was leading to four or six corollary jobs in a few years.

Current market information on Oregon is hard to find around state offices. Portland's active Chamber of Commerce and an economic service directed by Wesley C. Ballaine at the U. of Oregon Bureau of Business Research, supply excellent and up-to-date information about what is happening. Budget troubles are blamed for the state's scant information facilities. Lack of surplus hydroelectric power is cited as a reason for the limited promotional effort since an influx of new plants, especially in the electrochemical and primary metal lines, would swallow kilowatts ruthlessly.

Mr. Ballaine pointed out a trend in Oregon's economy that is likely to surprise businessmen. He said, "manufacturing is a relatively more important source of income in Oregon than in either Washington or California—the percentages being 22.1, 19.1 and 19.5 respectively."

He reviewed the state's recent growth this way, "Each year it is becoming more profitable to produce goods and services for which there was previously no adequate market west of the Continental Divide. Oregon is now participating and will continue to participate in this development. Over the next decade, many new types of manufacturing and service firms will appear in the state simply because of the increase in the number of people living in the West." He predicted lumber, the mainstay of Oregon's economy, will probably hold its dominance for many years but the growth of other industries may decrease its relative importance.

Figures of the Oregon State Unemployment Compensation Commission show that 65% of factory workers are engaged in forest products industries. Lumber is subject to seasonal fluctuations and the nation's general level of business, but these cycles are offset partly by the steady influence of Portland's broad economic base.

Oregon is scenic, prosperous and its immigrants usually stay because of the high wages and outdoor recreation. Oregonians, to paraphrase a popular beverage slogan, will say in effect, "If you can find a better place, try it."

PORTLAND

THE CITY of Portland was inevitable.

Like Manhattan Island and Pittsburgh, the natural advantages of this water junction were so obvious that a group of shrewd Yankee migrants took a quick look around, decided their thousands of miles of trail-blazing had not been in vain, unloaded their meager gear, and said "This is it."

An observer of city economies and landscapes can go into a fast rapture after a few minutes in the "City of Roses." The raw resources and beauty of the region aren't exceeded in any American city.

A gaze around the compass from one of many lookout spots shows the confluence of two rivers—Columbia and Willamette (and be sure to emphasize the "am" in Willamette). The panorama presents world-famed Columbia Gorge and snow-dazzled Mt. Hood, off to the east, plus other snow-capped peaks; the lush Willamette Valley to the South; rolling hills, valleys and Tillamook Mountains to the west, and the southern end of Puget Sound Valley to the north. The scenery is awesome. More important, it's green—a rich, lively blend of verdant tints combining the majesty of mighty forests with the prolific yield of moisture-fed, fertile soils.

Portland's gifts from Nature lend themselves peculiarly to the stresses and mobility of the mid-20th Century economy. Its merging rivers supply water to busy factories, furnish routes for inland transport and feed a thriving Oregon fisheries business. A deep channel down the Columbia to the sea, 110 miles away, brings in ships from all over the world. Level river banks provide easy berthing for inland and ocean traffic.

Within 40 miles is Bonneville, lowermost of a series of Columbia Basin dams. These structures produce more hydroelectric power than any other basin in the world, yet there still isn't enough. Plenty more is available if more dams will be built.

Standing at the meeting point of two rivers, and two major valleys, Portland is the natural focal point for the entire Columbia basin, extending all the way from northwestern Wyoming into Alberta, Canada, to the north. The water-level paths from four directions that converge at Portland supply advantages that commercial carriers have been quick to utilize.

Were some natural force to pick up this favored region, turn it around 180 degrees so it faces into the Atlantic, and then transplant the whole segment to the crowded and industrial East Coast, the chances are Portland would be the commercial center of everything east of the Mississippi. As it is, the city's expansion, while encouraging in recent years, has been limited to some ex-

SOLD OUT ...in December, 1955

KGW's commercial time for the month of December, 1955 was completely sold by the middle of November

Not another spot...not another time signal...not another word could be slipped in for money, marbles or chalk! Those are the facts... sold out for a full 18 hours a day for the full 31 days!

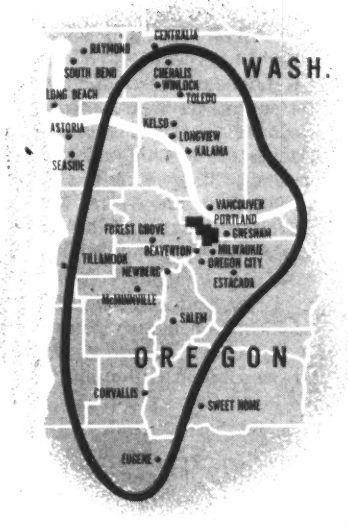
What a tribute to radio as a means of delivering your selling message to your customers!

What a tribute to KGW, Oregon's FIRST radio station!

What recognition of its penetration of the Portland metropolitan county area... one of the FIRST 20 markets in the nation!

To assure getting the time space you want for your 1956 campaigns, place your schedules with KGW-radio now! It's the effective way of reaching this tremendous $$$-rich market!

KGW's signal reaches more homes in one of America's first 20 MARKETS*



*...by any measure—Families, Retail Sales, Food, General Merchandise. Sales Management, May, 1955.

OREGON'S first RADIO STATION

KGW

PORTLAND, OREGON

Represented by JOHN BLAIR & COMPANY: CHICAGO • NEW YORK • BOSTON • ST. LOUIS • DETROIT • DALLAS • SAN FRANCISCO • LOS ANGELES • SEATTLE

KOIN

KEY TO MORE RADIO HOMES IN THE PORTLAND OREGON MARKET

97.9% LEAD

with 47 out of the 48 daily quarter-hours (6:00 A.M. to 6:00 P.M., Mon. thru Fri.)
All 10 Top Daytime Shows

Source: The Pulse, Inc. Portland Metropolitan Area, September-October, 1955

KOIN RADIO

More People Listen to

KOIN RADIO

Represented - CBS Radio Spot Sales

tent by the development of the rather isolated Pacific Northwest as a market for its own goods.

Though its access to the nationwide market is limited by sheer distance, Portland's place in the national picture is becoming more important. Even competitive Seattle-Tacoma businessmen, down Puget Sound valley 200 miles, are taking notice. Portland's men of commerce are wondering when more of the eastern executives who control the spending of national advertising and industrial money will realize what is happening.

Portland, like the rest of the Northwest, started to boom in World War II. The metropolitan area shot up over 40% in a decade, a growth that has settled down to a more comfortable and profitable pace. The city's industry once centered around lumber and wood products. Now it hires 180,000 employes and is widely diversified, including a spread of aluminum and other metal fabricating plants, food processing, fisheries, textiles, pulp and paper, and chemical plants. It includes such names as Jantzen garments, and Iron Fireman heating gear.

Around Portland they can't quite figure out why easterners sometimes think of the Pacific Northwest in terms of one market—Seattle-Tacoma—and assign their business accordingly. Portland presents trade data showing a higher factory wage level (second highest in the U. S.), even balance the year round, high home-owning rate and a new civic spirit that was dormant many years.

Climbing close to the 800,000 population mark, which should be attained this year, the metropolitan area spreads out in every direction and is not dependent on slow ferry facilities. The immediate trading area, including a million persons, extends a full county-length into southern Washington. Portland is located on the southern side of the Columbia River border between Oregon and Washington.

Portland shippers tell of freight advantages over Seattle as a distribution point. They point out that the city services nearly 2½ million people compared to 1.7 million for Seattle. Rates to Alaska and the Orient are comparable with Seattle rates, and the city gets at least an even break on most transcontinental traffic.

Fifty foreign shipping lines and 30 river firms operate out of Portland's 100 berths on a 28-mile front and large sums have been spent to provide modern cargo-handling facilities. Eight million tons of cargo are moved in a year, with emphasis on lumber, food and other dry items. This business supports Portland's claim that it is the second largest port on the West Coast and leading exporter of grain. New grain storage facilities have a 7.4 million bushel capacity.

Portland grew furiously during the '40s without the aid of any special civic genius or loyalty. After the war there were too many people for some of the municipal facilities, which had stood still since World War I, and residents' ears often burned at the comments of visitors who occasionally took their eyes off Mt. Hood to look up and down the streets. Some blamed the status quo attitude on conservative inclinations handed down by the Yankee settlers. In any case, the situation became so acute after the Pacific Automotive Show moved out of Portland to Seattle that the *Portland Journal* ran a hair-lifting editorial, "Big League City or Sad Sack Town." Excitement roared all over the city and a $31.8 million modernization bond issue was voted in May 1954 with a thumping plurality. Later a $10 million street lighting project was added and others are proposed.

The transfusion has added new vigor to Portland. Meier & Frank and other big stores recently counted up sales records for the holiday. "Portland finally came to life," said Arden X. Pangborn, ex-San Antonio broadcaster who sparked the Sad Sack drive in his role as *Journal* editor. "We're becoming completely modern. Business is better. New industries are coming in every week. Old, conservative Portland is now catching up and will soon set a pace for other cities."

A list of major new civic and commercial projects would fill a half-column of type, led by an astonishing $24 million Lloyd shopping center across the Willamette, Owens-Illinois glass, new $10 million Meier & Frank shopping palace, navigation aids, tooling-up projects prior to arrival of natural gas this year, new highways and bridges—"over $200 million announced in 1955," according to Richard M. Brown of KPOJ.

Portland Prospects

Harry H. Buckendahl, KOIN, pointed to cheap power and the 50-mile trade area served by the city as he outlined recent growth. John Schile, KLOR (TV), said 56% of Oregon and 70% of Willamette Valley population are in Portland's actual metropolitan area. Rodney F. Johnson, KWJJ, said it is one of the fastest-growing markets in the U. S. Mr. Brown added during a breath-taking drive up the Columbia Gorge over the new freeway to the east, "Portland has one of the greatest long-range futures in the country because of its power, resources and transportation." In one stretch of the gorge near Bonneville Dam there are 11 waterfalls in 11 miles. One, Multnomah, has a drop of 620 feet and is the second largest in the U. S.

Retail sales neared the billion dollar mark last year in the metropolitan area as defined by the U. S. Census Bureau (Multnomah, Clackamas, Washington and Clark [Wash.] counties). This figure is a projection of the $919 million retail sales shown in the 1954 Census of Business. Wholesale business may reach two-thirds the retail total.

Nearby Vancouver, across the Columbia via a free bridge, has 42,500 population and a $35 million factory payroll that contribute to Portland's economy. Vancouver is the farthest inland Columbia River seaport. It has a big Alcoa plant.

J. B. (Steve) Conley, heading the Westinghouse KEX, has been transformed into an eloquent Portland advocate after spending most of his life in the east. "This is new country," he said. "Many others have exhausted their potential. With all the industry, no firm hires over 5,000 so we aren't subject to a major shutdown. This land can grow anything, and does. There are hardly any insects." Stopping for breath,

OREGON SPOTLIGHT

POPULATION—1,680,000 (Jan. 1, 1956 estimate). Rate of 1940-56 increase, 55%, compared to 23% for U. S.

Area—96,981 sq. mi. (666 sq. mi. water). Capital—Salem.

Highest peak—Mt. Hood, 11,245 feet.

Geography—Cascade mountain range splits state into eastern and western sections. Western part of state is green 12 months a year, with Coast Range dividing Pacific plain from Cascades. Between are Willamette, Rogue and Umpqua valleys. Central plains are desert in character. Blue and Wallowa mountains are marked by thriving valleys in northeastern part of state; Klamath Valley in south central part is marked by lakes and streams. Columbia River Gorge, northern boundary, is scenic and has important dams. Snake River Gorge marks eastern boundary.

The climate west of the Cascades is humid, with heavy rainfall, and mild except in summer. East of the Cascades it is dry with much greater extremes of temperature. Despite its reputation for rains, the populous Willamette Valley has less rain than eastern states.

Oregon tops the nation in its stand of virgin timber, estimated 360 billion ft. Douglas Fir—the most important single lumber species—dominates, with pine east of the Cascades and some redwood in the southwest. The state has 30 million acres of standing forest.

Commercial fisheries are important, led by Columbia River salmon pack. Recreational facilities provide sports fishing. Crater Lake, Mt. Hood, rocky upheavals along the Pacific Coast and wilderness retreats provide the basis for an important tourist industry.

One-third of the state's land area, 20.3 million acres, is devoted to 60,000 farms, with 5 million acres of cropland. With all kinds of soil and weather, Oregon has a diversified agriculture and can raise nearly all of the non-tropical crops. Large grain and stock ranches are found east of the Cascades. In the 18 western counties the farms are smaller, averaging 125 acres. Irrigation prevails in eastern and southern Oregon, with row crops, seeds, alfalfa and fruits grown in abundance. Specialty crops and pastures are grown in the western part. Practically all farms are electrified.

Total farm income in 1955 (estimated) —$380 million; $384 million in 1954.

Wheat—21.9 million bu. in 1955; 25.8 million bu. in 1954.

Hops—4.6 million lbs. in 1955; 7 million lbs. in 1954.

Sugar Beets—372,000 tons in 1955; 389,000 tons in 1954.

Apples—2.9 million bu. in 1955; 2.7 million bu. in 1954.

Pears—6 million bu. in 1955; 4 million bu. in 1954.

Prunes—53,700 tons in 1955; 42,500 tons in 1954.

Milk—1.1 billion lbs. in 1955; 1.28 billion lbs in 1954.

Filberts—6,900 tons in 1955; 8,000 tons in 1954.

Walnuts—5,400 tons in 1955; 8,400 tons in 1954.

Cranberries—30,000 bbl. in 1955; 30,000 bbl. in 1954.

Potatoes—13.8 million bu. in 1955; 13.2 million bu. in 1954.

Lumber production—8.2 billion board ft. in 1955; 7.88 billion board ft. in 1954.

Primary paper production, conversion —$70 million (estimated) added by manufacture in 1955; $65 million in 1954.

Retail sales—$2.04 billion (estimated) in 1955; $1.92 billion in 1954 (U. S. Census).

Value of taxable property—$1.95 billion in 1955; $1.93 billion in 1954.

Average earnings in manufacturing industries—$86 per week in 1955.

Per capita income—$1,897 (estimated) in 1955; $1,757 in 1954.

Oregon exports, principally from Portland, total 1.5 million tons annually. Imports run about 1/10th that amount. Coastwise receipts exceed 6 million tons a year and coastwise shipments average 1.5 million tons.

Some 6,000 manufacturing plants employ around 150,000 persons and their output exceeds $1.5 billion, according to state sources. Cheap power, growing population and approaching arrival of natural gas are stimulating industrial development. Main products are lumber and lumber products (employing 60% of state's factory workers), foods (17%), machinery, aluminum, textiles, clothing and fertilizer. Mineral production is rated at $22 million a year, including gold, silver, mercury, copper, lead and zinc.

Rocky coastline extends over 400 miles. Eastward are coastal ranges, valleys, the Cascades, and vast plains. East-west distance is 395 miles.

he added, "Why there's a dogwood tree at Waverly Country Club that blooms three times a year."

James A. Mount, KGW, commented, "What happens this side of Grand Coulee Dam in Washington will be phenomenal." KGW and KTVL (TV), ch. 8 permittee, are to be merged under KING-AM-TV Seattle and local ownership, according to an FCC application, with James L. Middlebrooks, KING-AM-TV engineering director, becoming KTVL general manager.

Francis Riordan, who moved to the city at year-end as manager of KPTV (TV), Storer station, has joined the list of Portland enthusiasts.

About the Portland weather! First, it is responsible for the greenery, and the roses that endow the weeklong June Rose Festival, one of the nation's major promotions. Second the rains are light but frequent between November and April. Third, the total rainfall adds up to less than 40 inches a year, below New York's average, and the winters are mild.

Much of the rain is a sort of mist and the

KOIN-TV
KEY TO MORE TV HOMES IN THE PORTLAND OREGON MARKET
83% LEAD
with 361 out of the 435 total weekly quarter-hours. All 15 Top Weekly Shows, 9 of the Top 10 Multiweekly.
Source: ARB, Inc. 19-county Portland Report, November, 1955.
Highest Tower— Maximum Power
KOIN-TV
CHANNEL 6
Represented - CBS T V Spot Sales

natives are often too proud to carry umbrellas when cloud-bound. These wet days bring agricultural millions to this area plus unbelievable lawns, tall trees and fine recreational facilities. Only 7 inches of rain occurs in what ex-easterner Conley calls "utopian summers."

The weather box on page 1 of the *Oregonian* read like this one autumn day: "Clouds, cooler temperatures are forecast for most of the East while Oregon continues to have fair, warm weather."

Portland dwellers go to work early and have an early dinner, as a rule, with time left to enjoy the balmy outdoors before nightfall. Several thousand new households are set up every year, encouraged by a per capita income of $1,897.

Portland's growth between World War I and World War II was nothing to brag about, but the present rate of expansion and improvement is impressive. Its National Biscuit Co. plant, largest west of Chicago, makes two million crackers a day. The new electrochemical industry is making progress. Lumber, glass, food, machinery and thousands of other items are processed in the state's only major metropolis. Portland's future, it would appear, inevitably will be busy and prosperous, especially if it has enough low-cost electricity.

OREGON CITIES

ASTORIA—First permanent white settlement west of the Rockies, Astoria is located at the mouth of the Columbia River. It likes to be called the "Salmon Packing Capital of the World," and the waterfront is lined with packing plants. Retail sales in Clatsop County were $31.8 million in 1954, and $20.7 million in Astoria.

BEND—Lumber, farming and stock-raising are principal industries, according to Frank H. Loggan of KBND. Deschutes County has 24,000 population and $27.6 million retail sales; Bend has 12,300 population and $17.9 million retail sales. Sash, doors, boxes and toys are among lumber manufactures. Over 150,000 farm acres are irrigated. Tourist business is active, with mountains, lake and stream fishing plus winter sports.

COOS BAY—Within a six-mile radius of Coos Bay, according to Phil Waters of KOOS, is a population of 35,000. Main centers are Coos Bay, 6,500; North Bend, 7,300, and Empire, 3,500. Coos County retail sales were $59 million in 1954. Fishing, dairying and tourists are income sources. Mr. Waters said Coos Bay has the world's largest lumber shipping port, with a deep channel to the nearby Pacific. Weyerhaeuser has built a big new mill. Outlet for "the last great timber stand in the U. S.," Coos Bay notes that a tract costing $1,000 just 11 years ago sold recently for $620,000. Textron Corp. has bought a plywood plant. A nearby black sand tract has several minerals and an electronic cracking plant.

CORVALLIS—Dairying, fruit and farming are main industries. Oregon State College is in the city. Population is 17,000. Retail sales in 1954 totaled $28 million in Benton County, $23.9 in Corvallis.

EUGENE—The twin-city market of Eugene-Springfield has 102,000 in the built-up section, 150,000 in Lane County, said Lee Bishop of KORE. Its (Lane County's) retail sales were $163 million in 1954, with over $113 million in the twin cities. Business was good last year, especially in the fourth quarter, Mr. Bishop explained. The cities are in the heart of hydroelectric projects. A new partnership dam on the upper Willamette has federal approval. A billion board feet of Douglas fir timber is cut yearly, with much of it processed locally.

KLAMATH FALLS—Timber-circled, Klamath Falls is a lumber city. A new Weyerhaeuser hardwood plant and jet interceptor base are factors in the growth. Population of the city is 16,700, with 45,000 in Klamath County. Retail sales in 1954 were $46 million in Klamath Falls, $58.4 million in Klamath County.

MEDFORD—Located just north of the California border on Rogue River, Medford has lumber, livestock, farm and fruit production. Ray Johnson of KMED said manufacturing is expanding, including steel and possibly new plastics industries. Medford population is close to 20,000 with 60,000 in Jackson County. Retail sales in 1954 totaled $78 million in Jackson County, $49.4 million in Medford.

PENDLETON—With 12,000 population, Pendleton is famed for its woolens and the mid-September rodeo. Retail sales in 1954 were $54.3 million in Umatilla County, $29.3 in Pendleton.

ROSEBURG—Lumber and sheep raising are the main activities. Population is about 9,000. Retail sales in Douglas County were $69.3 million in 1954 of which $33.1 million were in Roseburg.

SALEM—The capital city of Oregon is the center of flax and hop production, claiming top U. S. rank in these crops. Canning plants handle a big output of fruit and berries. The city crosses two counties, Polk and Marion. Its population is near 45,000. Retail sales of the city totaled $86.2 million in 1954, with Marion County having $117 million and Polk $17.5 million.

POWER: AVAILABLE IN PLENTY, BUT IN NEED OF A HARNESS

AN HOUR'S DRIVE up scenic Columbia Gorge from Portland brings motorists to Bonneville Dam, lowermost of a series of colossal concrete barriers that vividly demonstrate the Northwest's ability to negotiate a practical deal with a generous nature.

At Bonneville the water hurtles down 74 feet, which isn't many feet by Columbia Basin standards, but it feeds 518,000 kw of electricity into the grid of the Northwest Power Pool. And at Bonneville, the paternal desires of eager salmon induce them to make the same jump, except they do it the hard way—uphill instead of down, via a series of stepped pools better known as ladders. Thus these fish fight their way to an upstream birthplace, fertilize an egg deposit and die.

Behind Bonneville lies most of the biggest source of waterpower accessible to mankind. The Columbia River system, with a total of 259,000 square miles, starts near Yellowstone Park on the southeast, extends northward into Alberta, Canada, and southward toward California, and finally meets the Pacific Ocean at Astoria, Ore.

Around 40% of the nation's hydroelectric power lies in the Pacific Northwest.

SOME DAY SOON, Northwesterners hope, this Pleasant Valley site on the Middle Snake River will feed its swift waters through hydroelectric generators.

Easily the largest dam in the Columbia system is Grand Coulee, largest concrete structure in the world. It has a 350-foot fall.

Blessed with a unique handout from the mountains and skies, the Northwest has lots of electricity. The area's boom, especially since Pearl Harbor, has burnt up all the power that could be generated. The low cost of hydroelectric power attracted electricity-eating aluminum plants and other industries. Factories are starting to process more and more of the raw and semi-raw materials that emerge from these plants. There might be many more such factories if enough power were available, Northwesterners say.

At any rate, there's a power dilemma that would be funny were its potential not so disconcerting. The greatest power system on earth unfortunately is the political battleground for earnest people who are often accused of fighting harder for issues than for the area's economy.

Hundreds of interviews and hours of reading leave such impressions as these:

- Advocates of federal dams are obviously right when they insist that hydroelectric projects must consider long-range conservation, power, flood-control and irrigation.
- Private companies, however, resent insinuations that they are money-mad barons anxious to grab quick millions from the rivers with no regard for the public's rights.
- Federal advocates point to the land-watering facilities at Grand Coulee, which is to open farm area as big as Delaware.
- They claim, too, that revenues from sale of power are lining Uncle Sam's pockets.
- Private companies remind that original cost of generator is only a fraction of the cost of delivering power to subscribers. They buy a lot of federal power.
- They add that important tax moneys are paid out of private utility revenues.

The arguments go on and on, wherever

two or more Northwesterners assemble.

Consider the oratorical brimstone that has come out of the Hells Canyon (Snake River) fight. Just to clear up the background a little, advocates of a federal project claim they can build a high dam and get well over 900,000 needed kilowatts of prime power (all-day, all-year power) plus many side benefits such as more water for downriver dams.

The pro-federal groups have gone to court and threaten to fight unto death the 1955 grant of the Federal Power Commission for an Idaho Power Co. three-dam project which they claim would turn out only 505,000 kilowatts of prime power and make the public pay more for energy, and deprive the area of many side benefits.

This is the bunk, say the private firms, contending they would get about the same amount of power as the more costly government dam and provide storage water, navigation facilities and tax revenues. They remind that Congress twice spurned the single Hells Canyon dam, and if the Northwest keeps waiting for the Washington Santa Claus to beam on them, the whole area will become bogged down in stump speeches.

Facing this impasse, the Washington administration is behind a compromise plan—partnership dams in which the utilities would pay the cost of power facilities, get the power for 50 years, and then turn their part of the project back to the government. But the pro-federal groups are insisting on an all-or-nothing financing formula.

Four utilities (Pacific Power & Light, Portland GE, Montana Power and Washington Water Power) want to build big dams on mountainous Snake River. They have formed Pacific Northwest Power Co. to do the job, with 1.5 million kilowatts promised.

Since Congress isn't inclined to feed money at a pace that will match economic needs, Paul B. McKee, Pacific Power & Light president, warns that the Northwest's growth will be "seriously retarded" unless the gap between demand and supply is filled.

Dams are expensive, and take three to eight years to build. Mr. McKee said $1 billion is needed to complete three dams now under way—McNary, Chief Joseph and The Dalles. Then there will be need for another $2 billion in dams no later than 1965. Together they involve $300 million a year, or $1 million every working day for a decade and this pace is twice as fast as Congress has maintained in the last 10 years. Mr. McKee figures the demand this way (kilowatts):

1930—1.2 million 1965—14.44 million
1956—7.75 million 1970—20 million

Ex-Sen. Clarence Dill, whose vigorous efforts a quarter-century ago triggered Grand Coulee's approval by the Roosevelt Administration, said, "Our future depends on low-cost electricity. With enough of it, we can double our population in the next decade." He credits cheap power with much of the Northwest's development, especially its aluminum industry.

The whole problem of hydroelectric energy is aggravated by the Pacific Northwest's lack of developed "fossil fuels" such as oil, gas and coal. Oil lines are coming in (see Washington chapter); gas from the Southwest is due this summer through a 1,400-mile two-foot hole in the ground; vast sub-bituminous beds (60 billion tons) could be used for steam power. Some day 500,000 volt lines may bring in or carry away steam-generated power over distances up to 1,000 miles.

After all, water-spun turbines are dependent on the whims of the weather. These are partly offset by storage back of dams, but water flow diminishes in fall and winter. The Northwest vividly recalls two "brown-outs" since 1950, with power rationed as evenly as possible, and a two-month slow-down just last spring at Bonneville. Autumn rains arrived fortuitously.

Mr. McKee said private companies spent $1.6 billion in the last 20 years to provide 4.3 million kilowatts and Uncle supplied $1.5 billion to add 4.15 million kilowatts. This pace isn't fast enough, however.

Oregon Sens. Richard Neuberger and Wayne Morse and other federal advocates say the nation can't afford to waste key dam sites. They warn vigorously against high power rates and vast profits from private dams and partnership. The private firms say a government 3,000 miles away can't be relied on to maintain an economic balance in the Northwest's supply and demand. Secretary of the Interior Douglas McKay, a Northwesterner, says the government obviously can't undertake alone the financing of an adequate power program for the area.

The low-grade coal would work well in the new cyclone furnaces used for steam generation of power, according to Prof. Floyd D. Robbins of the U. of Washington. He said much of the 60 billion tons of coal lies within 10 or 15 feet of the surface where it is economically handy for strip mining. Power cost, he estimated, would run 3¼ to 4½ mills per kilowatt hour and plants can be built in two or three years.

In Tennessee Valley, where Uncle Sam has built dams galore, over half (55%) of the power comes from steam plants.

When atomic energy comes, it will serve as a new fuel for steam generation. A checkup of Atomic Energy Commission sources indicates that most of the early atomic power plants will be built where they are most needed and where economical generation isn't available. At this point, the Pacific Northwest and TVA, with their water resources, aren't expected to be among the early users of atomic reactors.

First atomic power may cost around 50 mills to generate, many times the cost of hydroelectric energy, but costs will come down, and down.

At AEC there's considerable agreement that atomic generation of power will supplement rather than replace present plants for as much as another quarter- or half-century. Right now, Pacific Northwest utilities and universities are looking into the question, and planning extensive research. With a pioneer plutonium plant at Hanford, Wash., the area is atom-minded. Money for power-plant development is coming from private sources, with AEC supplying the accumulated knowledge of a decade of experience.

While all this is going on, the Pacific Northwest keeps growing, and using all the available power. It hopes there will be enough electricity to go around, and to attract new industries.

They DON'T turn their backs on

KPOJ

because . . .
KPOJ is the
only PORTLAND
radio station to increase
its listening audience
by

20%

Since 1952*

This audience increase for KPOJ is reaping additional harvests for advertisers!

Therefore . . . if you want to reach the rich Oregon Market with a radio station gaining more listeners every day . . .

FOLLOW the CROWD!

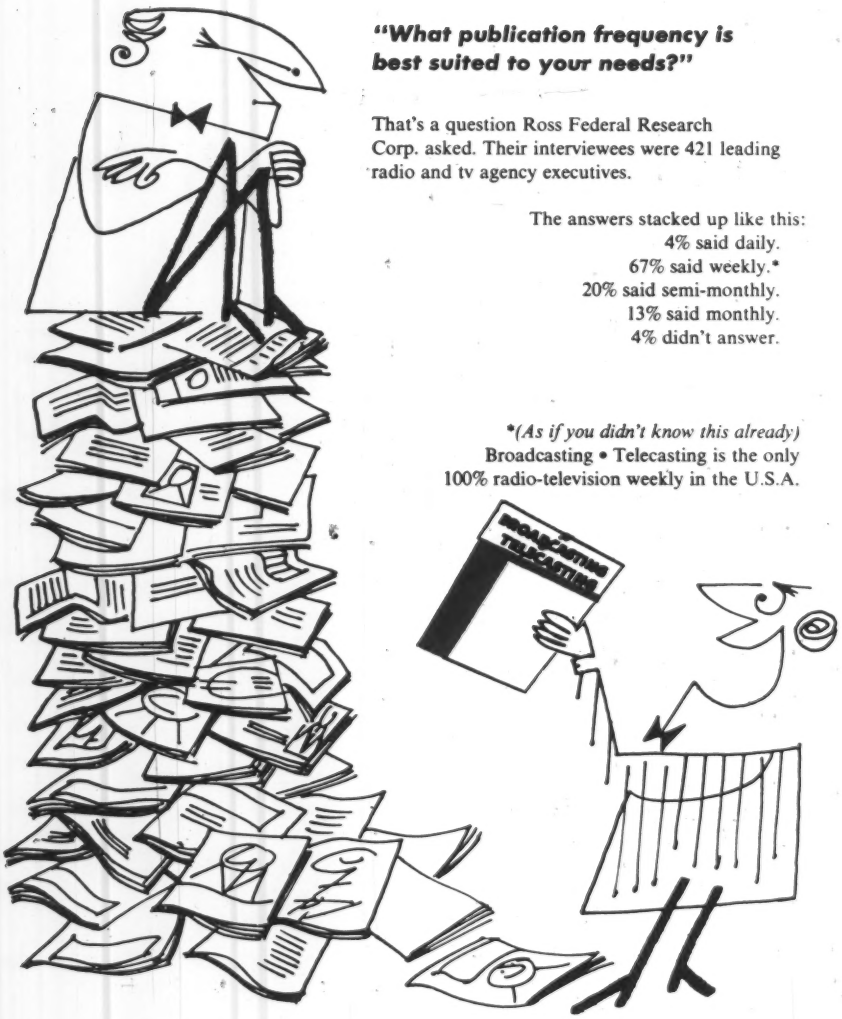
Put your message on the station that's rapidly moving ahead.

the **BRIGHT SPOT** on every radio dial

KPOJ
PORTLAND, OREGON

Represented Nationally by
Avery Knodel, Inc.

* Pulse, Inc.



"What publication frequency is best suited to your needs?"

That's a question Ross Federal Research Corp. asked. Their interviewees were 421 leading radio and tv agency executives.

The answers stacked up like this:
4% said daily.
67% said weekly.*
20% said semi-monthly.
13% said monthly.
4% didn't answer.

**(As if you didn't know this already)*
Broadcasting • Telecasting is the only 100% radio-television weekly in the U.S.A.

PLANS FOR TV CITY IN MANHATTAN TOLD

Proposed $300-500 million development in New York would have television center as main attraction, according to real estate tycoon William B. Zeckendorf, backer of project.

A PROPOSED $300-500 million redevelopment of nearly 50 acres on Manhattan's west side as disclosed Thursday in New York envisions a "Television City" as its main attraction. The backer is real estate tycoon William B. Zeckendorf, who only last month joined with broadcast entrepreneur John C. Mullins, president of KBTV (TV) Denver, in projected station buying and has acquired 50% interest in KBTV.

The New York enterprise would redevelop acreage bounded by 9th and 12th Aves. and W. 30th and W. 38th Sts. in mid-Manhattan, west of Pennsylvania Station, where an initial plan to erect a $100 million "Palace of Progress" atop the station, also backed by Mr. Zeckendorf's Webb & Knapp Inc., now has been abandoned. The project would be completed before 1960.

The proposed area now is chiefly occupied by freight yards of the New York Central Railroad. In the Zeckendorf plan, rail tracks would remain underneath the project with streets and avenues undisturbed except for widening. The project would have 10 buildings including a hotel, a "great hall" building, a permanent world trade show, heliport, shops, restaurants, apartment buildings, parking facilities and a rebuilt Pennsylvania station among other features.

The heart of the tv facilities would be a free-standing shaft, "Freedom Tower," soaring 1,750 feet into the air (the Empire State rises 1,250 feet) providing broadcast transmission facilities and large, horizontal areas for tv studios, heretofore unavailable in New York. For example, Mr. Zeckendorf plans space for four 200-seat studios and an additional 80,000 square feet for service areas in close support of the studios. An apartment hotel would be built for citizens of "television city," providing them with living accommodations near their jobs.

Mr. Zeckendorf, who only a few weeks ago confirmed to B•T that plans for a New York tv center were still active [B•T, Dec. 19, 1955], told newsmen that a report that one major network—unidentified—was planning to move all of its operation but its main office to the West Coast, was as close as the edge of a dime balanced on end. He illustrated his point to the newsmen.

Radio as Sales Tool Stressed by CBS Spot

SUPERIORITY of radio as a sales tool for advertisers is stressed in a new booklet, "Time Is Money," prepared and distributed last week by the sales promotion department of CBS Radio Spot Sales.

The study cites research data to show that $69,000 will buy 1,653 one-minute announcements on the 14 stations represented by CBS Radio Spot Sales, for a listener cost-per-thousand of 40 cents, whereas the same amount spent in newspapers will buy 37 full-page ads at a $7.51 cost per thousand. As compared with television, the booklet continues, CBS Radio Spot Sales' group buying plan offers a total of 294 station breaks "for slightly more than $7,000" while tv offers a total of 24 station breaks (in prime time on leading stations in 14 markets) for approximately the same cost.

The presentation notes that "50 million people don't have tv, 37 million people don't read magazines, 18 million people don't read newspapers, but radio reaches 94.7% of all U. S. homes" and not only provides a "bonus on wheels" (more than 31 million car radios) but is "getting even bigger."

Housewife listening habits get special attention in the booklet, which points out that "the woman who buys for herself and the entire family . . . the woman who influences the purchases of major items . . . the young homemaker . . . has made radio a constant companion in the home: 95% listen to radio each week, 47.8% listen every day of the week. The young homemaker averages 5.2 days of radio listening each week." It also reports that "two out of three (66.5%) will already have listened to their radios before leaving home to shop."

"Like the housewife," the booklet continues, "there are influential consumers who listen wherever there is a radio—and it's important to remember that 'radio is everywhere.'"

The presentation also outlines various types of saturation plans available on the individual stations represented by CBS Radio Spot Sales and presents success stories and lists of long-term advertisers on the various stations.

Terry H. Lee New President Of Television Diablo-KOVR

PROMOTION of Terry H. Lee to president of Television Diablo-KOVR (TV) San Francisco was announced last week by H. Leslie Hoffman, chairman of the board.

MR. LEE

At the same time, Mr. Hoffman announced the appointment of Frank G. King as vice president in charge of sales and Earl Jay Watson as vice president in charge of programming.

Mr. Lee's promotion follows his appointment in February of 1955 as executive vice president and general manager of KOVR.

Mr. King joined KOVR in June of last year and has been in charge of both local and national sales. Mr. Watson has been in the KOVR programming department since early last year.

KDKA-AM-TV to Consolidate By May 1, H. C. Lund Says

THE OPERATIONS of Westinghouse Broadcasting Co.'s KDKA-AM-TV will be under one roof by May 1, it is being announced today (Monday) by Harold C. Lund, WBC vice president in charge of the Pittsburgh stations.

KDKA will move from the Grant Bldg., where it has been located for 21 years, to offices adjoining KDKA-TV in Bldg. 1 of Gateway Center. "We also anticipate considerable integration of KDKA with KDKA-TV," Mr. Lund said, "including the consolidation of some activities which each station now performs independently."

KDKA's present studios, designed for the big variety-type programs of the 1930s, are largely wasted in a modern operation, he said. The new quarters will have three small studios and a tape recording studio.

Mr. Lund doubles as general manager of the tv outlet and L. R. Rawlins is general manager of KDKA. Similar integrated facilities are maintained by WBC in Boston (WBZ-AM-TV).

COMPLETING ARRANGEMENTS for Gateway Chevrolet sponsorship of *Boston Blackie* (4:30-5 p.m., Mon.-Fri.) for 52 weeks on KGO-TV San Francisco are (l to r): seated, John Allen, Ray Cormier advertising agency; Carroll Mincher, vice president, Gateway Chevrolet; James H. Connolly, ABC vice president in charge of San Francisco office; standing, Wayne Anderson, KGO-TV sales representative, and Dave Sacks, KGO-TV sales manager.

MILWAUKEE OUTLETS HIT RIGGED PHONE SURVEYS

Informal session with Better Business Bureau initiates move for self-imposed code against air promotions that improperly influence audience in phone surveys.

NEED for a standard of practice to cover certain questionable on-the-air promotions that induce listeners to report themselves as tuned to a certain station was discussed by Milwaukee radio station representatives at a meeting with local Better Business Bureau executives in that city last Thursday.

Richard Jordan, general manager of the BBB, said that the informal session was called to "determine what should be done about promotions that offer money or something of value to listeners" in certain telephone surveys.

Mr. Jordan said that a "couple" of stations either have offered, or now program, such on-the-air telephone surveys which, he claimed, are designed to induce listeners to say that they are listening to the particular station involved whether they actually are or not. He said the meeting resulted from "two or three protests" that such practices were "unfair to other radio stations" and were activated to influence audience surveys. The protesting parties also charged, he said, that they were unfair to buyers of time.

Mr. Jordan described the meeting as "very satisfactory and constructive" and said representatives of seven outlets agreed as a group that any such program by any station would be eliminated from the air by midnight Jan. 7 (Saturday). He added that the group plans to meet again Jan. 23 on a proposed self-imposed code governing the practice.

Some station broadcasters were represented as having reported at the BBB meeting that they tried the promotion gimmicks to satisfy themselves and their advertisers that "surveys could be rigged," it was understood.

Mr. Jordan said the controversy over telephone surveys was raised the past fortnight by the deputy district attorney's office and that the attorney, Joseph Tierney, had agreed to defer action pending a meeting of Milwaukee broadcasters and constructive action. Mr. Tierney's interest was said to lie in the existence of a law covering trade practices and involving the state Dept. of Agriculture in Wisconsin.

Broadcasters were reluctant to comment on the meeting except in general terms. One station operator told B•T it was one of periodic "informal meetings on broadcast problems."

United Opens Chicago Office

UNITED BROADCASTING Co. opened a new office Jan. 1 in Chicago at 228 N. LaSalle St., telephone State 2-5096. United operates WOOK and WFAN (FM) Washington, WANT Richmond, Va., WSID Essex-Baltimore, WARK Hagerstown, Md., WINX Rockville, Md., and WJMO Cleveland.

NBC Appoints Jackson, Decker to WBUF-TV Staff

ANNOUNCEMENT of two appointments to the staff of WBUF-TV Buffalo, N. Y., uhf recently purchased by NBC [B•T, Jan. 2], was made last week by Charles C. Bevis Jr., newly-appointed general manager. William B. Decker was named sales manager and Alf Jackson operations manager.

Mr. Decker joined NBC in 1952 as a member of the radio sales staff and was made an account executive for NBC spot sales the following year. Prior to joining NBC, he was an advertising salesman with Washington and Chicago newspapers and WMAL-AM-TV Washington.

MR. DECKER MR. JACKSON

Mr. Jackson has been with NBC 14 years, first as a studio and field engineer. Since 1952 he has been manager of technical operations for NBC's WRCA-AM-TV New York and with the advent of commercial tv in England, he went on loan to help set up technical operations for Associated Television in London.

SHERWIN GROSSMAN (l), president, WBUF-TV Buffalo, N. Y., receives a check from Charles R. Denny, vice president of NBC o&o stations, closing the purchase of the uhf outlet by NBC. Looking on is Charles C. Bevis Jr., new WBUF-TV general manager. NBC paid $312,500 for the station. [B•T, Jan. 2].

WIBG Philadelphia to Move

WIBG Philadelphia has leased a floor in the Suburban Station Building in that city and will move from its present address, 1425 Walnut St., by June 1. WPFH (TV) Wilmington, Del., will maintain its Philadelphia offices in the Suburban Station Building also and the stations together will occupy 10,000 square feet of floor space.

GREATER CLEVELAND'S
NUMBER 1 STATION
RADIO WSRS
John E. Pearson Co., National Representatives

Spot Gets Results

THE EUFAULA (Okla.) Sportsman's Club bought a one-minute spot announcement at 10:20 p.m. over WKY-TV Oklahoma City to spread the news of available cabins and cabin sites near the multi-million dollar Eufaula Dam, slated for construction.

Six days after the announcement the club had sold 100 cabins with total gross of $60,000. It received 200 phone calls and 60 post cards, and has 100 prospective customers not yet contacted as a result of the spot. Total cost: $120.

'Georgia Big 5' Group Signs Nine Advertisers

AT LEAST nine advertisers have signed for time on the "Georgia Big 5" group of stations, according to Avery-Knodel Inc., which was named to represent the group effective Jan. 1 [B•T, Jan. 2]. Spokesmen said this figure represented latest available information but did not include complete reports from all A-K offices.

The "Georgia Big 5" group, being sold in combination under the plan, consists of WGST Atlanta, WGAC Augusta, WRBL Columbus, WMAZ Macon and WTOC Savannah. A-K officials pointed out that the five stations, described in B•T's earlier story as having standard metropolitan area coverage of eight out of Georgia's 159 counties, actually are situated in metropolitan areas which alone encompass eight counties and that the combined unduplicated coverage of the five amounts to 83% of all Georgia's radio homes.

The advertisers which already have bought time on the group in combination include Alemite CB-2 (lubricant), Bayer aspirin, Colgate toothpaste, Fletcher's Castoria; Dr. Caldwell's laxative, Jeris hair tonic, Pinex cough syrup, *Reader's Digest* and Tube Rose snuff. The purchases include spot schedules, saturation packages, and one quarter-hour program series. Most of them, Avery-Knodel reported, are for 52 weeks.

WRIT Charges 'Suppression'

WRIT Milwaukee, Wis., has filed a complaint with the common council of that city charging Milwaukee Fire Chief Edward E. Wischer with violating "freedom of the press" and endeavoring "to suppress the news functions and public service responsibilities" of the station. WRIT's General Manager Bill Weaver asked the council's assistance in restoring from the fire department a news report service which he said the fire chief had canceled. The council also was asked to declare its policy on dissemination of news matter from public offices.

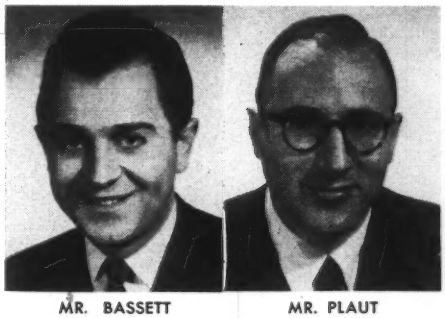
WSAZ-TV Plans Local Color

WSAZ-TV Huntington, W. Va., expects to begin locally produced live color telecasts about Feb. 1, according to Lawrence H. Rogers, vice president-general manager. The NBC ch. 3 affiliate has ordered a $60,000 RCA color camera with delivery expected within the next two weeks. WSAZ-TV plans a daily schedule of color programs.

Plaut, Bassett Promoted To WSAI Executive Posts

PROMOTION of two WSAI Cincinnati executives was announced last week by Sherwood R. Gordon, president of the Gordon Broadcasting Co. Lu Bassett, account executive, becomes national sales manager and Arthur Plaut, director of promotion, was named administrative assistant to the president.

Mr. Bassett succeeds Thomas W. Thuman, who was named vice president-director of sales for Gordon's WILD Birmingham. He joined the WSAI staff in 1953 and in addition to serv-



MR. BASSETT MR. PLAUT

icing national accounts will continue to handle a selected list of local accounts.

Mr. Plaut, who came to WSAI in 1954, will handle special administrative assignments and supervise an expanded advertising and promotion department.

Dinner to Honor Cy Young

CHARLES S. (CY) YOUNG, assistant to the general managers of WBZ-AM-TV Boston and WBZA Springfield, Mass., will be feted Jan. 20 at a testimonial dinner at the Hotel Bradford in Boston. More than 200 friends and associates are expected to attend the dinner, which will mark Mr. Young's retirement (on Jan. 31) after more than 38 years service with Westinghouse Broadcasting Co., owner and operator of the Boston and Springfield stations. Mr. Young was named general manager of WBZ in 1942 and transferred in 1946 as general manager of KEX Portland, Ore., returning to WBZ in 1950.

KNX Issues New Rate Card

A NEW RATE CARD described as being "realistic and flexible" has been issued to advertisers by KNX Los Angeles, according to Bert S. West, the station's general manager.

A KNX advertiser using spot announcements no longer has to advertise six days a week on the station to earn maximum discounts, said Mr. West, adding that "the days-per-week discount is eliminated with the discounts now depending on the number of spots in a week."

WMBR-TV To Build Tower

CONSTRUCTION of a new 995 ft. tower for WMBR-TV Jacksonville, Fla., is scheduled to begin March 1, with completion anticipated on April 1, the station has reported.

The overall structure is designed to support both tv and fm antennas. The tv antenna now on order will allow WMBR-TV to operate at 100 kw visual and 70 kw aural, the maximum permissible under FCC regulations.

We're

Not Being

KITTENISH

But—

It's Purr-ty Nice

To Be WELCOME In

90,000 HOMES

This Winter!!!

NBC Affiliate

WJHP-TV

ABC

Jacksonville, Fla.

N. Y. Gov. Harriman Asks Pilot Educ. Tv in Albany

RECOMMENDATION that New York State establish a pilot educational television station in Albany was proposed last week by Gov. Averell Harriman in his message to the state legislature.

He called upon the legislature to support this plan, originally suggested by the New York Board of Regents, pointing out that New York has "lagged behind many less wealthy states in the development of educational television." Under the regents proposal, Gov. Harriman said, a unit would be established in the Education Dept. to operate the pilot station and prepare programs and other material for distribution to other television media. The unit also would provide consultant service to private educational and other institutions interested in establishing closed circuit or other educational tv facilities. Additionally, Gov. Harriman recommended that the state provide financial assistance to communities interested in establishing an educational tv station.

EXECUTIVES of the three Baltimore tv stations (WAAM [TV], WBAL-TV, WMAR-TV) call on Mayor Thomas D'Alesandro Jr. to announce their plans for the construction of a common tower [B•T, Dec. 12, 1955]. Blueprints call for the tower to be 750 ft. above average terrain, with provisions for extending the height to 1,250 ft. when approved by local and federal authorities. Reviewing the plans are (l to r): E. K. Jett, vice president-director, WMAR-TV; Herman Cohen, vice president, WAAM; Mayor D'Alesandro; Leslie H. Peard Jr., vice president-manager, WBAL-TV, and Ben Cohen, president, WAAM.

Four More Calif. Stations Report on Flood Coverage

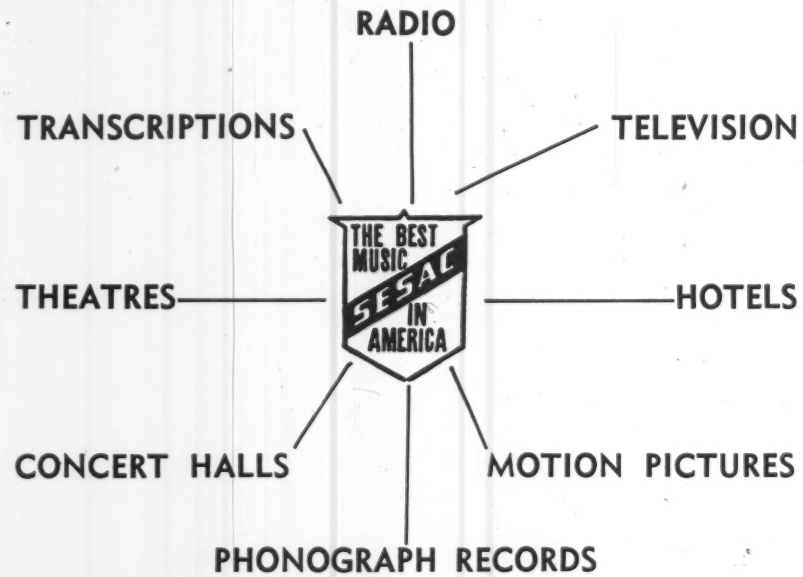
REPORTS on radio and tv station activity during last month's disastrous floods in northern California continue to be made.

KSBW-AM-TV Salinas, Calif., served as communications headquarters for the community's police department, the highway patrol, and the Red Cross. Telephone contact was maintained between all branches of rescue teams.

KXOB Stockton was silent 27 hours because of the emergency, during which time water reached a height of two feet in the station. Said General Manager Ort J. Lofthus: "Program director, bookkeepers, announcers, salesmen—all the staff—bailed water, rowed boats, carried sand bags, until their Christmases had come and gone."

KNBC San Francisco General Manager William K. McDaniel kept his station on the air on a 24-hour basis to provide communications to flood victims. The normal broadcasting staff was supplemented by extra engineers, announcers and newsmen to handle the emergency service, and KNBC Program Manager Jack K. Wagner remained at the station night and day to supervise.

The flood left Raymond Mort, transmitter engineer for KNTV (TV) San Jose, stranded alone atop lofty Mount Loma Priesta, where the station's transmitter is located. The rains had made roads leading to the location "almost non-existent" and from Dec. 22 at 10:30 p.m. until the morning of Dec. 24, when a rescue party reached him, Mr. Mort was without any means of communication.



SESAC Performance Licenses provide clearance for the use of SESAC music via Radio, Television, Hotels, Films, Concert Halls and Theatres.

The ever growing SESAC repertory now consists of 284 Music Publishers' Catalogs — hundreds of thousands of selections.

SESAC INC.

Serving The Entertainment Industry Since 1931

475 FIFTH AVENUE **NEW YORK 17**

CEREMONIES marking the opening of KYME Boise, Idaho [B•T, Dec. 19, 1955], featured a dedication speech by Idaho Gov. Robert E. Smylie. Following his talk, Gov. Smylie (l) congratulates Roger Hagadone, KYME president.

KPOA Reports Record Year

KPOA Honolulu, during 1955, had the most successful year in its nine years on the air, with November sales more than 50% above the same period in 1954, according to Fin Hollinger, the station's executive vice president.

At KPOA's annual Christmas party, a dozen employes who have been with the station for five years were gifted with round trip tickets and hotel accommodations for a Honolulu-California trip, Mr. Hollinger reported.

REPRESENTATIVE APPOINTMENTS

WSUN-AM-TV St. Petersburg, Fla., names Venard, Rintoul & McConnell Inc., N. Y., national representative. James S. Ayers Co., Atlanta, Ga., appointed southeastern representative for stations.

WALB-TV Albany, Ga., appoints Venard, Rintoul & McConnell Inc., N. Y., national representative, effective immediately.

KTUC Tucson, Ariz., names Radio-Tv Representatives Inc., N. Y.

REPRESENTATIVE SHORT

Broadcast Time Sales Inc., national station representative firm with offices in New York, Chicago, Los Angeles and San Francisco, elected to membership in Station Representatives Assn.

Blair Companies (John Blair & Co., Blair-Tv, and Hoag-Blair) moved into new and expanded S. F. quarters in Russ Bldg.

REPRESENTATIVE PEOPLE

Earl O. Salmon, formerly account executive, WITH Baltimore, to George P. Hollingbery Co., N. Y., as member of radio sales staff.

Seymour H. Thomas, account executive, Venard, Rintoul & McConnell Inc., N. Y., named manager of firm's midwest office, Chicago.

STATION SHORTS

WILY Pittsburgh announces rate increase of 15%. New card features weekly saturation packages, including new two-day 12-spot blitz campaign.

WJAG Norfolk, Neb., has held open house to show its new radio center.

WMUR-TV Manchester, N. H., begins 10 a.m. programming Jan. 16. Present sign-on time is 2 p.m.

WAAT-AM-FM-WATV (TV) Newark, N. J., moved sales office to 515 Madison Ave., New York 22.

KOSA-TV Odessa, Tex., has ordered what is claimed as nation's second longest AT&T station-leased tv interconnection.

KVOE Emporia, Kan., are new call letters now in effect at old KTSW. Lyon County Bcstg. Co., which purchased station in October, has made program changes and remodeled offices in Broadview Hotel.

KTOE Mankato, Minn., is on fulltime operation at 5 kw. Station formerly broadcast with 5 kw day and 1 kw night.

STATION PEOPLE

James F. Anderson, promotion manager, WOAI San Antonio, Tex., to KIWW San Antonio, Spanish language station, as general manager. He has also been salesman and promotion manager for KABC (now KENS) that city.

MR. ANDERSON

Phil Hoffman, station manager, KLZ-AM-TV Denver, elected vice president of Aladdin Broadcasting Corp., licensee of KLZ-AM-TV.

Howard Mendel, WWCO Waterbury, Conn., promoted to commercial manager.

Charles V. Hunter, account executive, WJW Cleveland, Ohio, appointed sales manager. He has been with station since 1940, first as announcer, later as program director.

MR. HUNTER

John Pindell, formerly sales manager, KHQ-TV Spokane, Wash., to KING-TV Seattle as local sales manager.

Richard R. Campbell to WJAR-TV Providence, R. I., as promotion and publicity manager.

Harry D. Goodwin, formerly general sales manager, WVNJ Newark, N. J., to WISN-AM-TV Milwaukee, Wis., as director of radio.

Robert Schoolsky, chief announcer, WPFM (FM) Providence, R. I., appointed station manager.

Jack Delier, local sales staff, KWTV (TV) Oklahoma City, appointed national sales manager. Before joining KWTV two years ago he was salesman for Universal Pictures, N. Y.

MR. DELIER

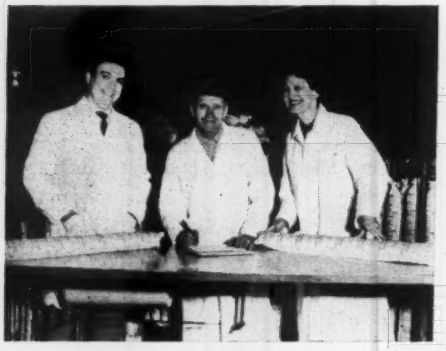
Mark Mitchell, director of promotion and publicity, WKBV Richmond, Ind., leaving to take over management of new station in Robinson, Illinois. He will be succeeded by **Bill Woehrmann,** formerly chief announcer, WCNB Connersville, Ind.

Mark Olds, staff director, KYW Philadelphia, appointed program manager, succeeding **Gordon W. Davis,** named general manager last month. Mr. Olds, in radio 15 years, has been with KYW since 1950.

Howard Miller, disc jockey, WINS New York, who also conducts network show daily over CBS Radio, named chairman of national disc jockey committee of 1956 Heart Fund Campaign, Feb. 1-29.

For less than the cost of a Super Speed Razor . . .
. . . or
89¢
we deliver
1000 Homes
IN CHATTANOOGA
Removes Sales Resistance . . . Slick as a Whistle!
105,200 Watts
158,994 SETS
(Primary A & B)
RETMA
Oct. 1, '55
260 TIME RATE
20 Second or 1 Minute
Average Class A Rating
TELEPULSE Dec. '54
WDEF TV
channel 12
NBC • CBS • ABC
CARTER M. PARHAM, President • HAROLD (Hap) ANDERSON, Manager
Represented by THE BRANHAM COMPANY

ON THE DOTTED LINE . . .



A CONTRACT for 52 weeks of *Eddy Arnold Time* has been signed with KFEQ-TV St. Joseph, Mo., by Oldham's Farm Sausage Inc., Lee's Summit, Mo. Signing the pact—strategically placed between two hunks of packaged pork—is Charles Oldham, president of the meat company, and looking on are Wayne Beavers, KFEQ-TV regional sales representative, and Esther Donat, the station's women's director, who will act as hostess and commercial announcer on the series.

BILL McLAUGHLIN, media director, Lynn advertising agency, Wilkes-Barre, Pa., signs for his client, Wise potato chips, to sponsor the *Guy Lombardo Show* for 52 weeks on WBRE-TV Wilkes-Barre. Wise has just concluded a year's sponsorship of the *Passport to Danger* film series on the Pennsylvania station. Looking on are (l to r): Matt Fields, Lynn; David M. Baltimore, WBRE-TV general manager, and Don Smith, Lynn.

RONNIE KAHN, general manager of the new General Life Insurance Co. of Arkansas, signs for sponsorship of *News Final* (Mon.-Fri., 10 p.m.) on KARK-TV Little Rock, Ark. Witnessing the proceedings are (l to r): Lee Bryant, KARK-TV commercial manager; Phillip G. Back, head of the Little Rock advertising agency bearing his name, and Doug Romine, KARK-TV assistant general manager.

MILTON P. ADLER (r), president of Coleman E. Adler & Son (jewelry), signs for sponsorship of *Music Room*, a 2½-hour classical music program, Sunday through Friday, on WDSU New Orleans. Approving the proceedings are Margaret Dalton, account executive for Robert Kottwitz Adv. Agency and A. Louis Read, WDSU vice president-commercial manager.

SIGNING a 52-week contract between WRCA-TV New York and Gimbels Department Store are (l to r) Robert Zimler, president of Telesales, advertising agency; Hamilton Shea, NBC vice president in charge of the station; James Barry, WRCA-TV account executive, and Jesse Moore of Gimbels. The buy was the first under WRCA-TV's "double dividend" plan.

SPONSORSHIP of Official Films' *Cross Current* series of *Foreign Intrigue* has been assumed by Plymouth Dealers of San Francisco on KPIX-TV. Signing are (l to r) Eddie Thomas, advertising chairman of Northern California Plymouth Dealers Assn.; Blarney Mackall, Official Films, and K. L. McKinney, president of the car dealers. The agency is N. W. Ayer & Son Inc.

ATTENDING a kick-off luncheon marking the signing for *McMahon About Town* (midnight-2 a.m. EST) on WIBG Philadelphia are (l to r) Franklin Roberts, W. S. Roberts Inc. advertising agency; Norman Berman, Al Berman Clothing Store, a sponsor; Jud Frommer, Weightman advertising agency; Howard H. Miller, Wynn's Friction Proofing (automotive products), a sponsor; Ed McMahon, program host, and Anthony Walton, Robinson, Adelman & Montgomery advertising agency. Other sponsors are Mathew Slap Buick, Sealy Mattress Co. and Orastti's Pump Room (restaurant). ➤

A $60,000, 52-week contract calling for sponsorship of the five-hour early morning *Harmony Highway* on WCFL Chicago is signed by Benjamin Fohrman, Fohrman Packard - Studebaker, Chicago. Others present (l to r) are Marty Hogan, WCFL manager; Dan Sorkin, *Harmony* m.c.; Tom Haviland, WCFL commercial manager, and Ed Fohrman from the car agency, averaging $7,000 weekly in tv.

MARKING the signing of Hamm's beer as a sponsor of the two hour *California Hayride* on KOVR (TV) Stockton, Calif., are (l to r) H. A. Goodwin, Hamm's vice president and San Francisco general manager; Eddie Kirk and "Cottonseed" Clark, *Hayride* co-m.c.'s; Bob Hirschboeck, Hamm's director of merchandising for the San Francisco area, and Terry H. Lee, KOVR general manager. Hamm's will sponsor the 9:30-10 p.m. portion of the 8-10 Saturday night show. ▼

SLUMBERLAND PRODUCTS Co. (mattresses), Waltham, Mass., signs a 52-week contract to sponsor *11th Hour News* on WPRO-TV Providence, R. I., five nights a week. At the contract signing were (l to r): seated, Arthur W. Warshaver, Slumberland president; Arnold F. Schoen Jr., WPRO-TV general manager; standing, Eugene W. Wilkin, WPRO-TV sales manager; Gabriel Stern, vice president, Gabriel Stern Adv. Agency, and Bruce Pattyson, general manager, New England office, Blair Tv. Slumberland also sponsors *11th Hour News* on WBZ-TV Boston and WCHS-TV Portland, Me.

SPONSORSHIP of *Mary Holt's Spirituals* [B•T, Nov. 28, 1955], Sunday morning on WNBK (TV) Cleveland, has been renewed for 26 weeks by Shaw's Jewelry of that city. The 30 minute musical broadcast also has been extended to an hour. Present at the contract signing are (l to r) Lloyd E. Yoder, general manager of WTAM-WNBK; Milton Shaw, president of the jewelry firm; Mary Holt, hostess on the program; Ed Bobrick, manager of Shaw's, and Theodore H. Walworth Jr., WNBK sales manager. ▼

GEORGE FORNERO (l), WDAN Danville, Ill., sports department, looks on as Clarence Vollman, manager, Coca-Cola Bottling Co., same city, signs for U. of Illinois basketball games on WDAN.

K-JOE SELLS FOR THESE FOLKS WHY NOT YOU?

BUSCH LAGER
CANADA DRY
KLEENEX
RINSO
RALSTON-PURINA

LINCOLN-MERCURY
MILLER HIGHLIFE
OLD GOLD
LIFE MAGAZINE
COCA-COLA

TENDERLEAF TEA
WESTINGHOUSE
U.S. ROYAL
LANCE PRODUCTS
AUSTEX CHILI

SEARS ROEBUCK
MAINE SARDINES
KARO SYRUP
CARLING'S ALE
BIRDSEYE FROZEN FOODS

74.6% OF THE ENTIRE BUYING POWER IN THE SURROUNDING TEN COUNTY AREA IS WITHIN 20 MILES OF OUR TRANSMITTER.

A Leading Independent
In The New South

See FORJOE for K-JOE

K-JOE

1000 WATTS DAYTIME
NON-DIRECTIONAL
SHREVEPORT, LA.

COMPLETING arrangements for Twin County Grocers Inc. of New Jersey to sponsor the Jim Ameche program for 52 weeks on WNJR Newark are (l to r): Albert R. Lanphear, WNJR general manager; Milton S. Toppel, Twin County general manager, and James Stephens, program representative.

Paul de Monterice, aeronautical engineer, named commercial writer, WOOD-AM-TV Grand Rapids, Mich.

Sam Grossman, account executive, KNX Los Angeles, to KFMB-TV San Diego, as announcer for sports and special events.

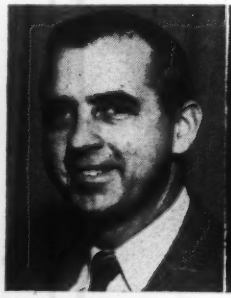
Harry W. Barnam, local sales manager, WTTM Trenton, N. J., appointed general sales manager in charge of national and local sales. He joined WTTM as account executive 10 years ago.

MR. BARNAM

Henry Dabrowski, engineer-in-charge, WATV (TV) Newark promoted to technical director of engineering.

Glenn Manley to KXLW St. Louis, Mo., sales staff.

James L. Prendergast, production manager, WSJS-TV Winston-Salem, N. C., named program director for television. With station since October 1954, he succeeds **Robert C. Estes,** who now devotes more time to public relations activities of WSJS-AM-FM-TV. Mr. Estes has been with stations since 1941.



MR. ESTES

MR. PRENDERGAST

Mike Halperin telecommunications graduate, U. of Southern Calif., to KSBW-TV Salinas-Monterey, Calif., as promotion-merchandising manager.

Hockey Interests, Too

ROBERT B. RIDDER, president, WDSM-AM-TV Superior, Wis., is managing the 1956 U. S. Olympic hockey team now training in Duluth, Minn., for the Winter Olympics in Cortina, Italy. WDSM-TV is televising several exhibition games between the U. S. team and area amateur hockey clubs. Mr. Ridder also is president of Midwest Radio-Television Inc., licensee of WCCO-AM-TV Minneapolis.

Sterling V. Couch, traffic manager, WDRC Hartford, Conn., retiring after 28 years with station.

Johnny Falk, assistant to WRCA-AM-TV publicity manager **John O'Keefe,** appointed contact editor, succeeding **Pat Richer,** resigned.

Lawrence B. Taishoff, graduate of Duke U., Durham, N. C., to WTOP-TV Washington, D. C., as floor director.

Truman Brooke Jr and **Ted Kendig** to KOSI Denver sales staff.

Ronald E. Buchanan, formerly sales executive, WLWC (TV) Columbus, Ohio, to WBZ-WBZA Boston-Springfield sales staff.

Lloyd Allen Dyson Jr., former radio control operator, WDBJ Roanoke, Va., returning to city as studio engineer at WDBJ-TV. He has been serving with CAA in Alaska.

Robert Kendall, talent contractor WMAQ and WNBQ (TV) Chicago, retires after 25 years service with NBC Central Div.

Robert Christian White, formerly newscaster, WJBK-TV Detroit, to WJR Detroit, as newscaster and announcer. **Art James,** formerly announcer WWJ-TV Detroit, to WJR as announcer.

Tom Moore, radio and show personality, to WABD (TV) N. Y., as host for station's *Featurama* program.

Reverend J. Arthur Lazell, information editor of Dept. of History, Presbyterian Church in U. S. A., appointed consultant on religious programming WCAU-AM-TV Philadelphia.

Stan Clark, Ted Smith and **Duane Dow** to WGUY Bangor, Me., as announcers.

Donald L. English, formerly producer, WISH-TV Indianapolis, to KWK-TV St. Louis, Mo., as producer-director. **Ida Rowland,** continuity department, KOMU-TV Columbia, Mo., to KWK Inc. publicity department.

Jack Gardner, KLZ-TV Denver, to KOA-TV Denver as director of film continuity acceptance.

Bill Pryor, WNBF Binghamton, N. Y., sportscaster-announcer, leaving station to enter insurance business.

Patricia Laney, former supervisory accountant with Dept. of Air Force in England, to WTTM Trenton, N. J., as accountant. **Katherine Weber** to WTTM as executive secretary.

Reginald Stanborough, stage manager, KRCA (TV) Los Angeles, promoted to director. His former position will be filled by **Robert Cauley.**

Virginia Maffucci, "Miss Massachusetts," to WVDA Boston, sales promotion department.

Len East, former free-lance actor, to WDSU New Orleans, as announcer.

WEWS-TV Cleveland has signed for the *Confidential File* series, being sponsored on the station by the Baird-Foerst Corp., distributors of heating and air-conditioning equipment and appliances. Present at the contract signing are (l to r): seated, Hal Foerts; actor Paul Coates; Bill Baird; standing, WEWS Station Director J. Harrison Hartley; Ted Swift, Guild Films, and Marc Wyse, head of Marc Wyse Advertising Agency.

Anna Shaw appointed regional reporter, covering Paris, Mo., area, for KNCM Moberly, Mo. **Charlotte Cleaver** named regional reporter for Macon, Mo., area and **Bob Dixon** appointed for Columbia, Mo., area.

Mrs. Elizabeth Rannells, 50, radio-tv writer, conductor of WGN-TV cooking show and columnist for *Chicago Tribune*, died Dec. 20.

Bill Hayward, co-producer, WPTZ (TV) Philadelphia's *Progress* show, father of son, Jeffery Williams.

Mike Schaffer, promotion director, WDBJ-TV Roanoke, Va., father of girl, Cara Lynne, Jan. 2.

John Knight, engineer-in-charge, KRCA (TV) Los Angeles, elected president of Society of Television Engineers for 1956.

Louise Morgan, personality, WNAC-AM-TV Boston, scheduled to make guest appearances on *Ed Sullivan Show* and *Strike It Rich*, both CBS-TV, Jan. 8 and 9.

Henry P. Johnston, president, Alabama Broadcasting System, (WAPI-WAFM-WABT [TV] Birmingham), elected vice president, American Cancer Society of Alabama.

W. C. Swartley, Boston activities vice president, Westinghouse Bcstg. Co. appointed by Mass. Gov. Christian A. Herter to 13-man committee to study State Merit Plan for highway safety and insurance.

Francois Pope, star of *Creative Cookery* on WBKB (TV) Chicago, author of new book, "Francois Pope's Gourmet Dining Guide" for city.

Gloria Brown appointed staff announcer, WTAM, WNBK (TV) Cleveland.

Roger Carroll returning to KABC Hollywood as announcer, after two years in U. S. Army.

Harry C. Baker, announcer, KARM Fresno, Calif., to KBIG Catalina, Calif., as disc jockey, replacing **Jim O'Leary,** resigned.

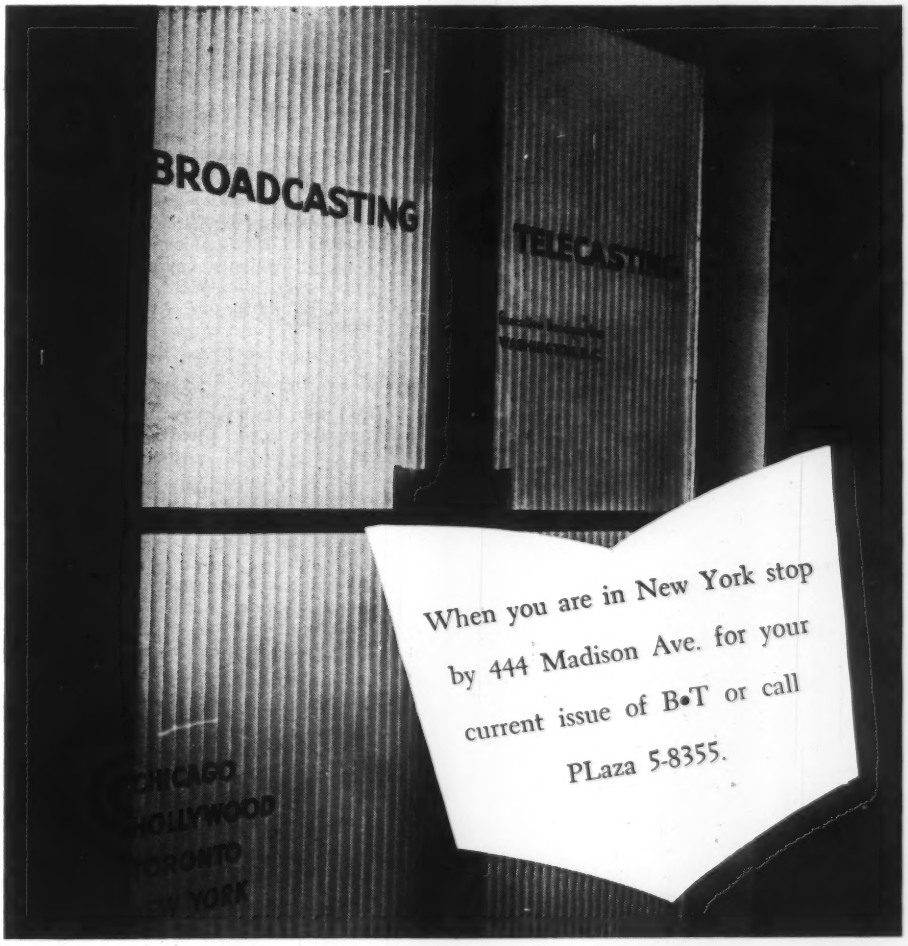
Bob Todd, WPAM Pottsville, Pa., to WLOG Logan, W. Va., as early-morning personality.

Arlene Adams to musical staff of WBBM Chicago as singer, replacing **Betty Chapel,** to WBBM-TV same city.

Polly Cox, wife of Farm Editor **Murray Cox,** WFAA Dallas, Tex., starring in new show, *Polly's Kitchen,* on WFAA.

Cathy Briese, WAZL Hazleton, Pa., to WHAM-TV Rochester, N. Y., traffic department. **Audrey Hall** will take over her former position at WAZL. **Al Evans,** with WAZL before entering armed services, to WIDE Biddeford, Me. **Roz Ferdinand** to Vic Diehm Assoc. Inc. (WAZL Hazleton, Pa., WHOL Allentown, Pa., WIDE Biddeford, Me., and WHLM Bloomsburg, Pa.), accounting department at group's headquarter's in Hazleton. **Marie Burner** to Vic Diehm Assoc. secretarial department.

Marvin Page and **Howard Ely** to KFBB-TV Great Falls, Mont., in film department; **Sharon Drewlow** to KWWL-TV Waterloo, Iowa, in continuity department; **William Hobin** to WUSN-TV Charleston, S. C., as cameraman; **Eileen Nubgaard** to KFBB-TV Great Falls, Mont., as receptionist, and **Edwin Zielinski** to KWWL-TV Waterloo, Iowa, production staff. All are graduates of Northwest Radio & Tv School, Portland, Ore.



Radio, Tv Programs Planned For March of Dimes Drive

THE National Foundation for Infantile Paralysis is shipping a series of transcribed personality programs, ranging from 30-second spots to full 15-minute musical programs to radio stations throughout the U.S., its overseas possessions and territories served by the Armed Forces Radio Service. Discs, featuring such stars as Harry Belafonte, Orson Welles, Count Basie, Melvyn Douglas, Nat "King" Cole, Jean Simmons, Sarah Vaughn and others, will be used throughout the March of Dimes, $47.6 million fund campaign, which began last Tuesday and runs through Jan. 31.

Radio, Tv Cited in Seal Sale

THE radio-tv industry has been cited by Dr. James E. Perkins, managing director of the National Tuberculosis Assn., for its supporting efforts in the 49th annual Christmas Seal sale. Dr. Perkins said the sustained support of networks, affiliates and local independent stations, in cooperation with sponsors, agencies and talent, "was of inestimable value in informing the public" that its help was needed in the fight against TB.

Westinghouse to Cover Meet Of Citizens Group on Schools

WESTINGHOUSE Broadcasting Co. will cover the two-day annual meeting of the National Citizens Committee for the Public Schools, starting today (Monday), at the Waldorf-Astoria Hotel, New York, with an intensive tape and film description. As in its coverage of the White House Conference on Education, the material will be supplied by WBC to its radio and tv stations.

As part of WBC's "continuing interest in the nation's educational problems," Gordon Hawkins, WBC's educational director, said last week that delegates to the New York meeting would see at least one segment of "The Big R," a WBC-produced series documenting the present status of U. S. education.

WBC stations slated to carry the special coverage this week are WBZ-AM-TV Boston, KDKA-AM-TV Pittsburgh, WOWO Ft. Wayne, Ind., KPIX (TV) San Francisco and KEX Portland, Ore.

A MIXING CONSOLE, two film projectors and other tv equipment, valued at $10,000, have been given to WUNC-TV, educational television station of the U. of North Carolina, by WFMY-TV Greensboro, N. C. Most of the equipment will be installed at WUNC-TV's Greensboro studios on the Woman's College campus, and the rest will be placed in the station's central projection room near Chapel Hill. David M. Davis (l), tv director at the Woman's College, looks over part of the gift with Gaines Kelley, WFMY-TV station manager, who made the presentation.

WBZ-TV Pneolator Saves Child's Life

A PNEOLATOR (mechanical respirator), recently awarded to the Chelsea, Mass., fire department by WBZ-TV Boston during the station's fire prevention contest, has been credited with saving the life of a 13-month-old baby. The youngster was suffering from severe chest congestion when its parents summoned police and fire assistance. Police administered first-aid to the baby as it was rushed to the hospital. Five pneolators were awarded by WBZ-TV to the Massachusetts towns that submitted the largest percentage of fire prevention pledges per capita.

KNCM Locates Missing Hunter

DESCRIPTIONS of a missing hunter and tips on hunting areas where he might have gone, aired by KNCM Moberly, Mo., led a listener to the body of the man within an hour. He had been stricken with a fatal heart attack.

KTNT-TV Telecasts Government Hearing

A SENATE sub-committee hearing on West Coast fishing and boat building problems was telecast live by KTNT-TV Tacoma, Wash., last month. Len Higgins, station manager, said the station made arrangements with Sen. Warren Magnuson, head of the sub-committee and of the Interstate & Foreign Commerce Committee, to carry a direct telecast of the hearing during the one day it was held in Tacoma.

Mutual Airing New Series

MBS has launched a new public service series, *By The People*, in cooperation with the Federal Civil Defense Administration, utilizing a dramatic and news format. The program is being carried on Mutual coast-to-coast at 7 p.m. EST, Sunday, and is the second such series on that network.

WKNB-TV Distributes Flood Money

FLOOD RELIEF money collected by WKNB-TV New Britain, Conn., 16-hour telethon in August this year totaling $210,000 has been distributed by a special committee comprised of members representing Connecticut's seven principal service organizations, such as the Rotary, Kiwanis and Lions. In addition, Gov. Abraham A. Ribicoff had asked the committee to distribute the $58,000 in his own flood fund. The telethon was staged Aug. 24-25 with only a 58 hour preparation, and featured tv, radio, stage, and screen stars.

WBKB (TV) Boosting Educational Station

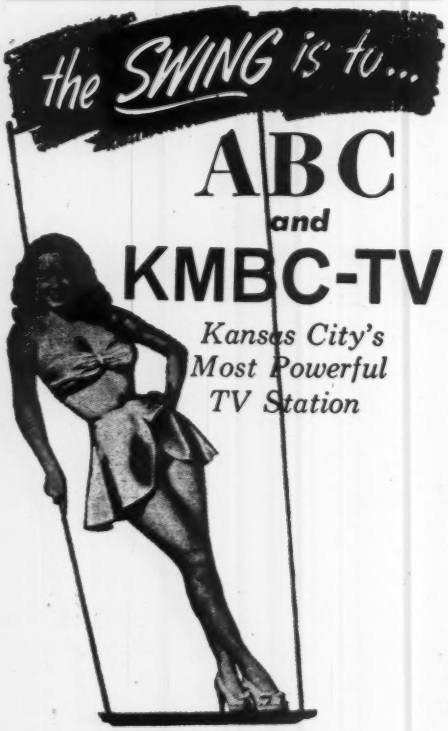
WBKB (TV) Chicago is donating 15 minutes of public service time each week to a new series designed to explain operation and policies of WTTW (TV) Chicago, new non-commercial, educational outlet. Each Saturday morning, Dr. John Taylor, executive director of the outlet, invites questions from viewers on different phases of ch. 11's educational program. A staff member accompanies Dr. Taylor on the program, seen 11:30-45 a.m. Saturdays.

Profitable Remark

A CHANCE remark on the *Time for Dave* program (WIBX Utica, N. Y., 5-6 p.m. Mon.-Fri.) brought 294 pairs of used eye glasses to the New Eyes for the Needy, Short Hills, N. J.

Dave Scott and Al Bonapart were reading a routine item about a pair of lost glasses on the program and made a comment about a group in New Jersey that distributed used glasses among the needy, but couldn't think of its name. Shortly thereafter, the name of the organization was sent to WBIX and that was the start of an impromptu campaign lasting eight days.

The 294 pairs of glasses were turned over to the YWCA to be sent to New Eyes for the Needy. The New Jersey group has supplied over 70,000 persons with glasses.



"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

WANTED

Executive manager for new business spot radio development department for national station representative.

Address applications to:

Box 945E, B•T

NBC CALLS 1955 NETWORK'S BEST YEAR

Company's tv realized an "unprecedented increase" of 34.6% in total gross billings, whereas "overall income" gained 22.5% in comparison with 1954.

CLAIMING 1955 as its "most successful year" of operation, NBC in a year-end review reported Friday that NBC-TV realized "an unprecedented increase" of 34.6% in total gross billings while the company as a whole gained 22.5% in "overall income" compared with 1954.

NBC's highlights of the year included:

• **Color.** A color tv schedule of 40 hours per month, a 500% increase over 1954; more than two dozen advertisers sponsoring regularly scheduled color shows on the network; opening of Color City in Burbank, Calif., and the simultaneous announcements of a $12 million color expansion program and plans for conversion of its owned WNBQ (TV) Chicago to all-color programming.

• **Advertisers.** NBC-TV claimed a new record total: 231, with 44 new advertisers brought into network tv in the first nine months of the year.

• **Programs.** NBC-TV's "Peter Pan" production which had an estimated audience of 67 million; "The Sleeping Beauty," a full-length ballet, seen by some 30 million; development of *Wide, Wide World* camera tour series and the Maurice Evans' *Hall of Fame* series, both Sunday afternoon offerings, as well as continuing fare of spectaculars, comedy, variety, dramatic, cultural and educational shows; establishment on NBC Radio of *Monitor* and *Weekday*, and new radio network services programmed respectively on weekends and weekdays.

• **Organizational.** Election of Sylvester L. Weaver Jr. to chairman of the board, NBC, and Robert W. Sarnoff from executive vice president to president, succeeding Mr. Weaver; appointment of Thomas A. McAvity to vice president in charge of the NBC Television Network and election of Charles T. Ayres as vice president in charge of the NBC Radio Network.

• **Stations.** At the year's end, NBC-TV's affiliated stations totaled 196 and of these 171 were interconnected; number of affiliates equipped to rebroadcast network color was boosted from 81 at the beginning of the year to 114 as of Dec. 31, 1955, while 15 stations were equipped to originate local live color and 39 had color slide or film equipment; NBC Radio counted 197 affiliated stations. Average evening tv program on NBC was sponsored on 105 stations in November, 1955, compared to 94 stations in that month in 1954.

NBC-TV said its Sunday night color spectacular series, made available to advertisers on a participating basis last year for the first time, now is 95% sold out with only a few positions for next summer still open, and that the participating programs—*Today*, *Home* and *Tonight*—increased billings by more than one-third to a total of $17 million in 1955.

First time tv users signed last year by the network included United Motors, Dormeyer, American Petroleum Institute, Webster, Upjohn, American Viscose, Evinrude, General Dynamics, Carrier, Beech-Nut and American Standard.

Major tv sales achievements—in addition to the Sunday night spectacular series record—were listed as indication of a 40% improvement over 1954 in daytime sales with *Matinee Theatre* (Mon.-Fri., 3-4 p.m. EST) starting off with a "record-breaking" $4.5 million in business before it went on the air; most successful year in summer tv sales; a $9 million sellout of its *Perry Como Show* that now is sponsored jointly in its Saturday night slot by six advertisers through the end of next summer; General Motors' purchase of *Wide, Wide World*, and sale of the Maurice Evans series to Hallmark.

In radio, NBC scored its selling and programming innovations with the *Monitor* and *Weekday* services and the "top ten plan" the latter instituted Oct. 3, 1955, to permit advertisers to obtain large cumulative audiences by buying top established evening shows in any combination.

Record Year for o&o's

NBC's owned stations saw a record year in sight as local and national spot tv billings by October rose more than 14% over the comparable 1954 period while local and national spot radio billings were up 4% in the same period.

NBC in 1955 also took over ownership of WBUF-TV Buffalo, a uhf station, on Dec. 30, 1955, and had an application pending with FCC for approval of its purchase of the capital stock of New Britain Broadcasting Co. (WKNB-TV, also uhf, and WKNB-AM New Britain, Conn.). FCC at year's end approved an exchange of NBC's Cleveland station, WTAM-AM-FM, WNBK (TV) and $3 million for WPTZ (TV) and KYW Philadelphia of Westinghouse Broadcasting Co.

The network's review also touched upon creation of its program development department, a talent development program and political broadcast unit; public affairs, news and special events presentations; sports coverage (included World Series in color, National Collegiate Athletic Assn. football, bowl games, boxing, tennis, golf, basketball and horse racing events); co-op sales rise from $150,000 in 1954 to more than $400,000 last year; setting up of its TeleSales Division which is engaged in merchandising aids and closed circuits presentations to client prospects; opera telecasts and formation of a touring repertory opera company to augment activities of NBC Opera Theatre.

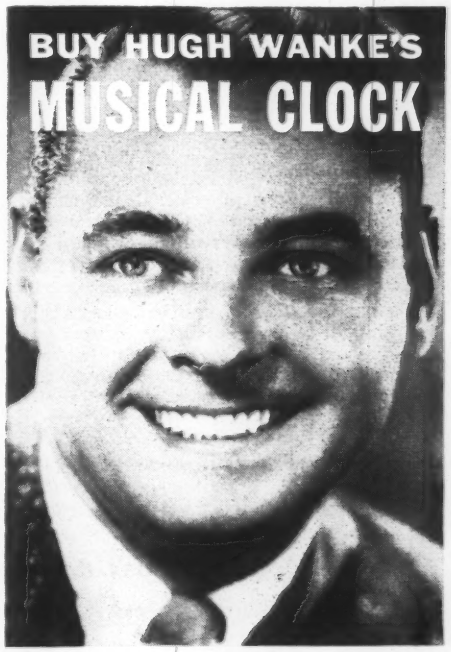
NBC noted that its news correspondent, Irving R. Levine, became the first radio-tv representative to be accredited in Moscow (last July); NBC Spot Sales increased its total billings by 15% over 1954; NBC Film Division surpassed a production and sales record of the previous year, commissioning three new tv film series, extending operations to new markets overseas and selling programs in more than 100 U. S. markets, with 12 sold in the New York market alone; NBC Research and Planning department issued a million dollar before-and-after study of tv in Fort Wayne, and introduced the Program Extension Plan (PEP), and the NBC Merchandising department conducted campaigns for 149 sponsors in 1955 compared to 107 for 1954.

Sooner Friend Stanton

DR. FRANK STANTON, president of CBS Inc., was getting "thank you" notes from Oklahoma football fans last week. It came about thus: KTEN (TV) Ada, Okla., which has a per-program arrangement with CBS-TV, was not scheduled to get CBS-TV's coverage of the Jan. 2 Orange Bowl game between Oklahoma and Maryland, but prevailed upon Oklahoma Gov. Raymond Gary to intercede with Dr. Stanton in behalf of its audience in southeast Oklahoma. Dr. Stanton consented. KTEN Vice President and General Manager Bill Hoover thereupon decided to carry an announcement immediately preceding the game, and one immediately afterward, telling KTEN viewers that they were able to watch the contest on KTEN through the courtesy of Dr. Stanton, and suggesting that they write him a brief note of thanks. A check at CBS-TV on Thursday, three days after the game, showed that the "thank you's" had started arriving that morning and, by nightfall, had reached about 100.

Shaw to Address Sales Meet

WILLIAM SHAW, CBS Radio's network sales manager, will address a sales meeting Jan. 20 of the F. C. Russell Co. (storm windows) at the Carter Hotel, Cleveland. The Russell firm will enter network radio for the first time as a participating sponsor on CBS Radio's *Bing Crosby Show* in February [B•T, Dec. 26, 1955]. Another CBS Radio executive, Frank Nesbitt, director of sales development, is slated to speak before the Advertising & Sales Club of Toronto on Jan. 24.



For tops in good persuasive selling, to good big audiences, choose Hugh's MORNING CLOCK, 5:30 to 9:30, Mon. thru Fri. Sat. 5:30 to 9:00

CBS In Baltimore **WCAO**

MBS' Year-end Summary Highlights New Approach

A NEW APPROACH to network radio selling and programming highlighted 1955, according to an MBS year-end summary released last week.

The new approach, which recognized "personalized listening habits," was labeled the answer to competitive media, which, Mutual said, "were responsible for cutbacks in network radio expenditures." The network took note that "multiple broadcasts and shorter time period purchases resulted in continued faith by the nation's top advertisers in Mutual's effectiveness."

Leading advertisers on Mutual last year, the network said, included P. Lorillard Co., Buick Div. of General Motors Corp., Gillette Safety Razor Co., American Home Products and Miles Labs. MBS listed these clients as having been "attracted" to its "flexible patterns": R. J. Reynolds Tobacco Co., Coca-Cola Co., Kraft Foods Inc., Philco Corp., Esso Standard Oil Co., National Biscuit Co., Trans-World Airlines and the Quaker Oats Co.

The average number of network stations used by advertisers during the year was reported as 381. MBS said its "multi-message plan" was nearly sold out throughout the year and that "personalized features" (such as *Story Time, America's Front Door* and *Standby With Bob and Ray)* were initiated on a network basis to join regular MBS fare. The network also mentioned its "earth-wide journeys" instituted by its *Standby—Round the World* show, and a continued emphasis on news and sports programs.

Jahncke Named to Head New ABC Political Unit

FORMATION of an ABC political unit headed by Ernest Lee Jahncke Jr., vice president and assistant to the president of ABC [B•T, Jan. 2], was announced last week by President Robert E. Kintner.

He said the unit would be responsible not only for all aspects of regional and network political broadcasts on ABC Radio and ABC-TV during the fall campaign, but also all phases of ABC coverage of the Republican and Democratic conventions and election-night coverage.

Thomas Velotta, vice president and administrative officer of news, special events, sports and public affairs for ABC, was designated to be in charge of operations for the political broadcasts and telecasts. The unit also will include executives from ABC divisions concerned with the coverage, the announcement said. These, it was reported earlier, include the following in sales: ABC Radio, Stewart Barthelmess, administrative manager for ABC Radio sales, with Addison Amor as account executive; ABC-TV, Henry Hede, sales service director with Norman Hendershot as account executive.

ABC Promotes Weinbach To Newly-Created Post

PROMOTION of Mortimer Weinbach from director of labor relations to the newly-created post of ABC director of personnel and labor relations was announced last week by Robert E. Kintner, ABC president [CLOSED CIRCUIT, Jan. 2].

Mr. Weinbach joined ABC in January 1951 as business manager of the radio program department and was named national director of television operations in 1952 and director of labor relations in 1953. Previously he had served in the federal government, including the Securities & Exchange Commission and the Civil Aeronautics Board; the Music Corp. of America's legal department, and CBS as a talent and program negotiator.

Under the merger of ABC's personnel and labor relations departments, both Marie McWilliams, director of personnel, and Arthur Harvey, labor relations assistant, will report to Mr. Weinbach.

N. Y. Loses Monday Fights

TELECASTS of Monday night boxing bouts, presented on a lineup of 40 stations arranged by the DuMont Broadcasting Corp., will emanate outside of New York, starting Jan. 23, as a result of an order by the New York State Athletic Commission banning the Boxing Guild of New York from operating in the state. The bouts will be held through Jan. 16 at New York's St. Nicholas Arena, but the following bouts will be staged in arenas in other cities, with Baltimore Coliseum hosting the first matches outside New York City.

Sullivan Signs Kate Smith

UNDER an exclusive contract with Ed Sullivan, reported as "running well into six figures," Kate Smith is scheduled for five appearances on CBS-TV's *Ed Sullivan Show* (Sunday, 8-9 p.m. EST) during the period from Jan. 29 to May 27. Miss Smith's segments will be produced and directed by her long-time associate, Ted Collins.

R. C. CRISLER & COMPANY, INC.

BUSINESS BROKERS SPECIALIZING IN RADIO AND TELEVISION STATIONS

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Dunbar 1-7775

41 E. 42nd St.,
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Mur. Hill 7-8437

Vane Gets New NBC Post

EDWIN VANE, NBC manager of national sales promotion, has been appointed manager of national audience promotion, John H. Porter, NBC national advertising and promotion manager, announced last week. Donald Foley, CBS-TV Spot Sales advertising and promotion director, has been appointed to fill the national sales promotion post vacated by Mr. Vane.

Kaufman Joins ABC Lawyers

APPOINTMENT of Robert J. Kaufman to the legal department of ABC was announced last Friday by Geraldine B. Zorbaugh, secretary and general counsel of ABC. Mr. Kaufman previously was assistant general counsel of the DuMont Broadcasting Corp. and a partner in the law firm of Gale & Ealk, New York.

CBS Inc. Names Hoehn

KENNETH W. HOEHN, senior tax attorney, CBS Inc., has been appointed director of taxes of the company. Mr. Hoehn will coordinate tax policy, according to an announcement by Arthur S. Padgett, general auditor, CBS Inc., last Thursday. Charles B. Bayly Jr. succeeds Mr. Hoehn as senior tax attorney.

Keystone Adds Six Affiliates

ADDITION of six new affiliates was announced by Keystone Broadcasting System last Wednesday, raising its number of stations to 872. New clients are WSUX Seaford, Del.; WSYL Sylvania, Ga.; WMAG Forest, Miss.; WLDB Atlantic City, N. J., and WBRG Lynchburg and WFHG Bristol, both Va.

NETWORK PEOPLE

Albert L. Capstaff, director of entertainment for NBC's *Monitor,* appointed executive producer.

Fred Hamilton, Jaffe Adv. Agency, Hollywood, to program management staff of NBC-TV Pacific Div.

John Karol, CBS Radio vice president in charge of network sales, will address luncheon meeting of Pittsburgh Advertising Club Jan. 19 in William Penn Hotel.

Robert Montgomery, NBC-TV executive producer, will again head N. Y. Legal Aid Society's communications division in its 1956 fund-drive.

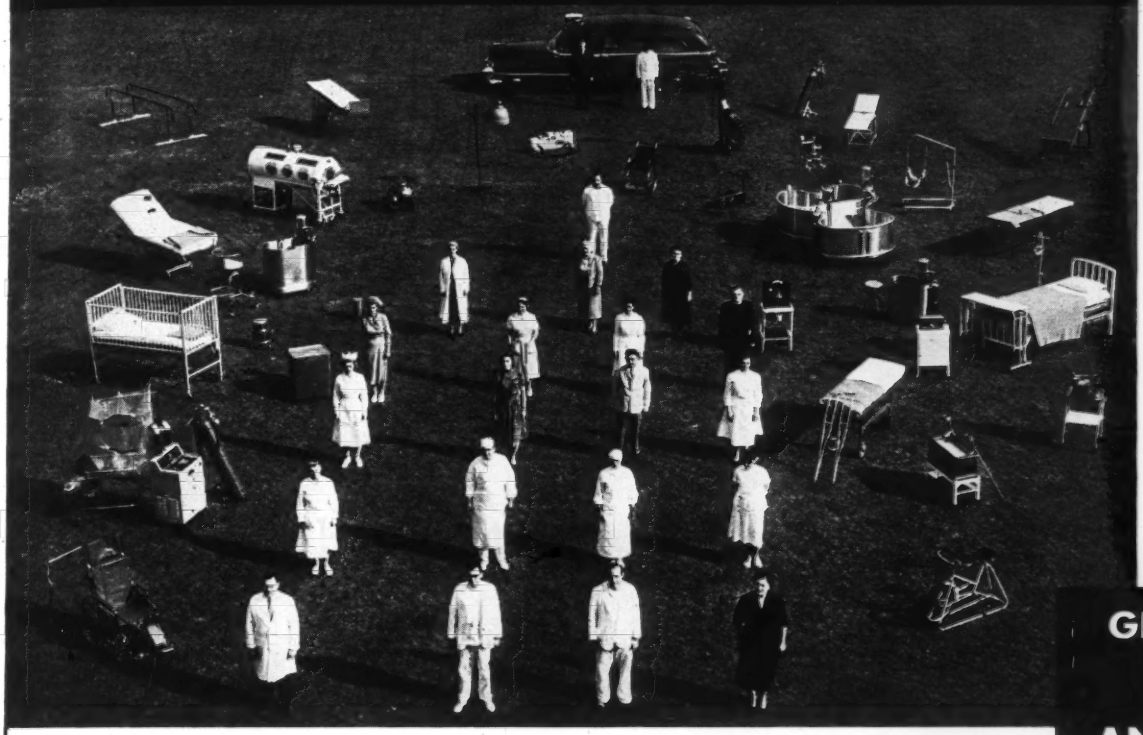
Eddie Cantor has recorded special adaptation of "Heart," song from "Damn Yankees" musical, as theme song for 1956 Heart Fund campaign, Feb. 1-29. Peter Pan Records will produce recording to be distributed to radio program directors and disc jockeys.

Carl Beier, producer, director and writer for radio-tv, stage and motion pictures, named tv producer-director for CBS public affairs. Mr. Beier currently is collaborating with James Thurber on a Broadway show.

NETWORK SHORTS

WCBS-TV New York educational show, *Camera Three,* will be made available to CBS-TV stations, effective Jan. 22 (Sundays, 11:30 a.m.-noon EST). Two-year-old program has been winner of number of honors including Peabody Award.

HELP US HELP POLIO PATIENTS



Polio is Expensive! A single case can cost as much as $30,000 to treat.

GIVE YOUR TIME AND TALENT TO AID 68,000 VICTIMS

NOW – ON THE WAY TO YOU

1. *ALL STAR QUARTER HOUR RADIO TRANSCRIPTIONS*

By

The Four Lads
Georgia Gibbs
Tony Bennett
The Chordettes
Les Elgart and His Orchestra

PLUS

Special 1 Minute Sound Effects Spots

PLUS

Transcribed and Live Announcements

2. *16 MM TV SOUND FILMS*

Starring

The McGuire Sisters
Harry Belafonte
Gordon MacRae
Dave Brubeck Quartet
Sarah Vaughan
Bill Hayes

AND OTHERS

PLUS

1 Minute spots with Claudette Colbert, Lloyd Nolan, Jeanne Crain, George Gobel, Diana Lynn, Robert Q. Lewis, Cornel Wilde, Kim Novak.

PLUS

Live Announcements and Visual Props

JOIN THE 1956 MARCH OF DIMES

JANUARY 3-31

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS • FRANKLIN D. ROOSEVELT, FOUNDER

120 BROADWAY, NEW YORK 5, N. Y. • ***HOWARD J. LONDON,*** Director • Radio-TV and Motion Pictures • TELEPHONE BEekman 3-0500

'55 RADIO PRODUCTION ECLIPSES 1954

Eleven-month total puts last year 44% ahead of same 1954 period. Figures also released on 10-month shipments.

RADIO set production for the first 11 months of 1955 was 44% above the same period in 1954, according to Radio-Electronics-Tv Mfrs. Assn. November production also was 44% above the same month a year ago. Eleven-month radio output totaled 13,108,365 sets compared to 9,138,955 in the same 1954 period. November radios, the highest rate since March 1951, totaled 1,580,797 compared to 1,500,206 in October and 1,098,725 in November 1954.

Tv production totaled 631,654 sets in November, compared to 759,735 in October and 858,501 in November 1954. Eleven-month tv output totaled 7,151,895 sets compared to 6,513,292 in the same 1954 period.

Of the tv sets produced in November, 114,645 had uhf tuning, with a total of 1,092,182 uhf models produced in 11 months of 1955. Radio output included 44,357 with fm tuners and 2,021 tv sets that month with fm tuning.

Following are radio and tv set production during the first 11 months of 1955:

	Television	Home Radio Sets	Portable Radios
Jan.	654,582	280,121	47,303
Feb.	702,514	232,831	109,120
March (5 wks)	831,156	300,840	233,465
April	583,174	193,431	265,866
May	567,394	161,357	258,701
June (5 wks)	589,973	181,930	255,833
July	344,295	141,119	79,410
Aug.	647,903	300,513	106,197
Sept. (5 wks)	939,515	417,802	139,164
Oct.	759,735	398,087	168,709
Nov.	631,654	389,316	181,573
Total	7,151,895	2,997,347	1,845,341

	Auto Radios	Clock Radios	Total Radios
Jan.	573,837	166,885	1,068,146
Feb.	597,742	150,031	1,089,724
March (5 wks)	774,025	173,944	1,482,274
April	567,876	72,602	1,099,775
May	563,369	130,608	1,114,035
June (5 wks)	584,567	182,605	1,204,935
July	404,443	93,517	718,489
Aug.	403,320	137,604	947,634
Sept. (5 wks)	511,278	234,106	1,302,350
Oct.	651,017	282,393	1,500,206
Nov.	733,859	276,049	1,580,797
Total	6,365,333	1,900,344	13,108,365

Radio shipments to dealers in the first 10 months of 1955 were 12% above shipments in the same 1954 period, according to RETMA (shipment figures do not include auto sets, which are sold to factories). The 10-month radio shipments totaled 4,954,277 compared to 4,416,783 in the same 1954 period. October shipments were 757,196 sets compared to 745,569 in September and 639,624 in October 1954.

Following are radio set shipments to dealers for the first 10 months of 1955:

State	Total	State	Total
Alabama	62,451	Nebraska	35,835
Arizona	23,265	Nevada	7,160
Arkansas	27,270	New Hampshire	22,791
California	430,204	New Jersey	268,831
Colorado	33,603	New Mexico	17,791
Connecticut	83,968	New York	728,738
Delaware	13,795	North Carolina	82,668
District of Columbia	58,966	North Dakota	14,195
Florida	102,012	Ohio	300,259
Georgia	88,646	Oklahoma	39,529
Idaho	8,778	Oregon	34,110
Illinois	350,113	Pennsylvania	359,801
Indiana	98,527	Rhode Island	36,258
Iowa	52,939	South Carolina	43,304
Kansas	45,092	South Dakota	14,842
Kentucky	67,694	Tennessee	61,146
Louisiana	61,093	Texas	200,854
Maine	28,308	Utah	15,703
Maryland	89,481	Vermont	19,128
Massachusetts	199,973	Virginia	80,697
Michigan	234,708	Washington	60,817
Minnesota	68,229	West Virginia	27,171
Mississippi	35,968	Wisconsin	94,266
Missouri	102,032	Wyoming	6,720
Montana	14,528	U. S. Total	4,954,277

Somewhere Every Day

Radio and Television Stations are accused of Committing

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based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators

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Chicago Furnishings Mart To Show New Radio-Tv Lines

MAJOR MANUFACTURERS will unveil their 1956 radio-tv receiver lines at the International Home Furnishings Market in Chicago for 12 days starting today (Monday).

Interest is expected to center on new transistor model radios and color tv lines as well as conventional sets.

Among manufacturers reporting on proposed exhibits is CBS-Columbia, which will show 16 tv models, ranging from 17-inch table sets to 24-inch consoles, and its radio line, including transistorized types. Emerson Radio & Phonograph Co. also is expected to display two new transistor radios, as well as its complete tv line. Philco Corp. will show 13 new television receivers, it was reported, while Westinghouse Electric Corp. will stress appliance lines.

Chicago-based set-makers, including Admiral, Zenith, Motorola and Raytheon, also will maintain exhibit space. Some 50,000 manufacturing representatives and buyers are expected to attend the $4 million, semi-annual Chicago event.

New Selenium Phase Detector To Go in Admiral Tv Sets

TRANSISTORIZED TV moved a step closer to reality last week with announcement by Admiral Corp. that it has developed a small selenium phase detector for immediate use in its receivers.

The company will replace a vacuum tube (No. 6AL5) with the detector, claimed to have the advantages of not creating heat and being "practically indestructible." It will be utilized in all Admiral tv sets, according to Day De Cola, engineering director. The device consists of a small piece of selenium metal shrouded in a protective plastic covering. It is designed to hold a tv receiver in horizontal synchronization.

Admiral's announcement represented the second development in the transistor tv picture among Chicago-based manufacturers within three months. Motorola Inc. last fall reported development of a new technique for production of "high frequency" transistors for eventual application in television [B•T, Oct, 24, 1955].

Sarkes Tarzian Inc. Acquires Silicon Corp.

ENTIRE facilities of the Silicon Corp. of America have been acquired by Sarkes Tarzian Inc., Bloomington, Ind., and as of Jan. 1 has been operating as part of the latter firm's rectifier division, it was made known last week.

According to the Tarzian enterprises, complete production facilities have been moved to Bloomington and expansion is planned to keep pace with growing demand. Key personnel with Silicon Corp. have joined the Tarzian company. Sarkes Tarzian is president of the company which is licensee of WTTV (TV) Bloomington (Indianapolis).

Management Group Cites Seven Radio-Tv Companies

SEVEN radio-tv companies were among 408 U. S. and Canadian firms certified last week as "excellently managed" by the American Institute of Management, New York, a non-profit foundation which makes such awards annually.

General Electric Co., Sylvania Electric Products Inc. and Westinghouse Electric Corp., received the award for the sixth straight year; CBS Inc. and Philco Corp. for the fifth consecutive year, and Motorola Inc. and Zenith Radio Corp. for the fourth. Awards are presented on a rating point system with evaluation based on such factors as economic function, corporate structure, health of earnings, service to stockowners, directorate analysis, research and development, fiscal policies, production efficiency, sales vigor and executive worth.

Metz to Coordinate Manpower at RCA

HAROLD METZ, director of personnel, RCA, has been appointed director of personnel and organization development, a new post calling for the coordination of the nationwide manpower development activities of all RCA subsidaries, plants and offices in the U. S., it was announced last week by Edward M. Tuft, RCA's vice president in charge of personnel. J. J. Brant, personnel manager of RCA Victor television division, succeeds Mr. Metz.

RCA Ships Gear to Four

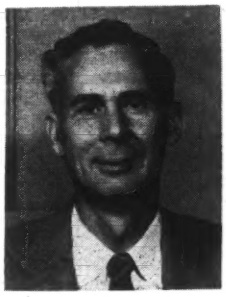
RCA shipped three transmitters and a live color studio camera to stations last week. Transmitter shipments included a 10 kw to WDMJ-TV Marquette, Mich. (ch. 6), a 25 kw to KTTS-TV Springfield, Mo. (ch. 10) and a 10 kw to KETA (TV) Oklahoma City (ch. 13). The camera was shipped to WSAZ-TV Huntington, W. Va. (ch. 3).

GE Ships to Three

GENERAL ELECTRIC Co. last week reported it had shipped a 5 kw transmitter to KREM-TV Spokane, Wash. (ch. 2), a 12-bay antenna to KOOL-TV Phoenix (ch. 10), and a five-bay antenna to KPTV (TV) Portland, Ore. (ch. 27). The manufacturer also reported that GE equipment was installed in the new KOSA-TV Odessa, Tex., which commenced operation Jan. 1 on ch. 7 with 20.2 kw erp [B•T, Dec. 26, 1955].

MANUFACTURING PEOPLE

Milton A. Chaffee, formerly deputy director of systems, Air Force Research Center, Cambridge, Mass., to Fairchild Camera & Instrument Corp., Long Island, N. Y., as director of electronics and systems research. As member of Mass. Institute of Technology Radiation Laboratory research staff during World War II, Mr. Chaffee developed ground radar systems in use today for air defense.



MR. CHAFFEE

Andre G. Clavier and **Brig. Gen. Peter G. Sandretto** (U. S. Air Force Reserve), technical directors in charge of commercial and military development programs, Federal Telecommunication Labs, Nutley, N. J., and **Dudley M. Day,** secretary-treasurer and counsel for Labs and member of N. Y. State Bar, elected vice presidents.

John Reine, assistant district manager, named district manager, Graybar Electric Co., Chicago.

Joseph G. Cannon, district sales supervisor, Sylvania Electric Products Inc. tungsten and chemical division, Union City, N. J., appointed field sales manger for division with headquarters in Towanda, Pa.

Dr. Edwin G. Schneider, manager, missile systems lab, Sylvania Electric Products Inc., Waltham, Mass., appointed chief engineer of Sylvania's electronic systems division. **Irwin Goldman,** head of technical services, Sylvania physics laboratory, appointed manager of technical planning for company's research laboratories. **Neil R. Gahagan,** public relations project manager for Sylvania's radio tube, television picture tube parts and electronic divisions, appointed manager of community relations.

Eugene B. Shields, Norge Sales Corp., Chicago, to Magnavox Co., Ft. Wayne, Ind., as assistant advertising manager.

Walter R. Bimson, board chairman, Valley National Bank, Phoenix, elected to board of directors, Stanford Research Institute, Menlo Park, Calif.

John C. O'Keefe, formerly field secretary for Council of Profit Sharing Industries, to Ampex Corp., Redwood City, Calif., as an assistant to **George I. Long,** Ampex president.

Jules G. Cinque, formerly art director for Maurer Studios, N. Y., appointed art director for television receiver division of Allen B. DuMont Labs Inc., Clifton, N. J.

F. D. Weatherholt, sales manager of industrial and apparatus products, Westinghouse Electric Corp., Pittsburgh, named manager of company's gearing division, succeeding **L. R. Botsai,** appointed assistant to vice president in charge of apparatus products.

Anthony G. De Lorenzo, director of press, radio and tv, General Motors Corp., Detroit, promoted to corporate director of public relations. He is succeeded by **Edmund Steeves,** N. Y. press-radio-tv director, who in turn will be replaced by **Fred Collins** of Detroit staff.

MANUFACTURING SHORTS

Presto Recording Corp., Paramus, N. J., has developed high-speed tape duplicator which reproduces tape at 60 inches per second. Presto DA-11 Tape Duplicator can copy dual tracks simultaneously as well as single track tapes, whether recorded at 3¾, 7½ or 15 inches per second. Several recorders may be fed from single master reproducer.

General Electric Co.'s tube department, Schenectady, has announced two new horizontal deflection amplifier tubes reportedly permitting design of high-efficiency, 90-degree deflection systems without necessity of using expensive deflection amplifier tube. Both—12DQ6 and 6DQ6—are warm-up tubes.

Robins Industries Corp. (audio accessories), Bayside, N. Y., has moved factory and offices to larger quarters at 214 41st Ave., Bayside 61.

Lincoln Records Inc., Amityville, N. Y., has placed on market Hi-Fi Volume Expander to restore volume compressed in recording or broadcasting. Accessory, designed for installation in record player, tuner or amplifier, provides for volume expansion from 30 to 45 db. It also can be used as volume compressor for home recordings.

Langevin Mfg. Corp., Long Island City, N. Y., is offering illustrated catalog booklet describing custom built transformers, reactors, broadcast amplifiers, power supplies and special equipment. Free booklet is available from Langevin at 47 Austell Place, Long Island City 1.

General Electric Co. has added two West Coast distributors to its recently announced manufacturer-to-distributor supply system for speeding delivery of replacement parts to radio and tv station transmitting sites. Added to the Soundco Electronics Supply Co., Springfield, Mass. (serving New England), were C&G Radio Supply, Tacoma, and W. D. Brill & Co., San Francisco, servicing the Pacific Northwest and California-Nevada areas, respectively.

JFD Mfg. Co. (antennas), Brooklyn, N. Y., has opened Canadian manufacturing and sales division, JFD Canada Ltd., at 51 McCormack St., Toronto.

Daven Co. (electronic equipment), Livingston, N. J., has opened new plant at 530 Mt. Pleasant Ave., which contains floor space of 65,000 sq. ft.

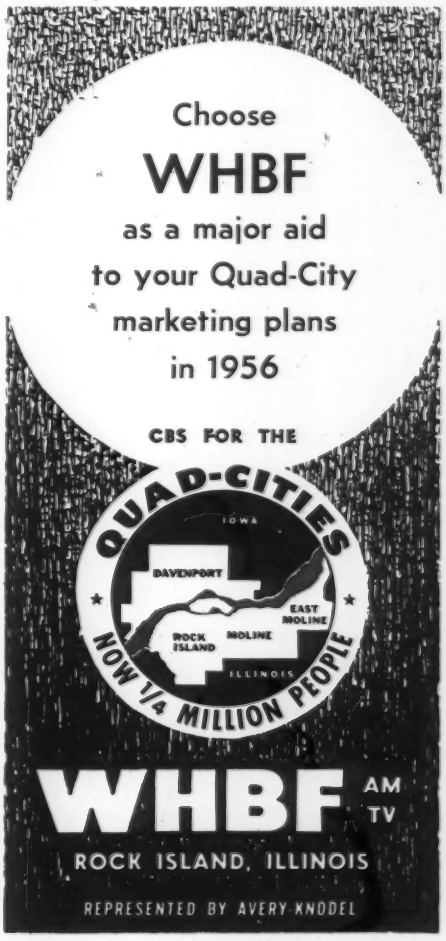
American Standards Assn., N. Y., has issued index to its published electrical standards, titled *The 400 American Standards in the Electrical Field*. ASA is federation of trade, technical, professional, manufacturer and consumer groups. Copies of new index are available free from ASA, 70 E. 45th St., N. Y.

Allen B. DuMont Labs' Technical Products Div. has introduced general-purpose dual-beam, cathode-ray oscillograph (type 333) described as having complete and accurate calibration faciiities.

Allied Radio Corp. has published 96-page catalog combining illustrated information explaining high fidelity with listings of hi-fi music systems and components. Booklet, number 151, is available without charge from company at 100 N. Western Ave., Chicago 80.

Gray Research & Development Co., Manchester, Conn., has placed on hi-fi market new turntable-tone arm combination suitable for three speeds, at suggested retail price of $124.50.

Motorola Inc., Chicago, has introduced five new automobile radio models, all equipped with "volumatic control," in 6 or 12 volt types. Firm claims new "eliminoise" circuit reduces static, hum and noise jamming up to 98%.



"He says only the right things—listens to KRIZ Phoenix all day long."

Fairchild Controls Corp., Electronics Div., Syosset, N. Y., has announced improved model of Freed-Eisemann "Educator" classroom am-fm radio set. Receiver features high power output, two or three times that of ordinary home receivers, for classroom or auditorium listening. Stanley F. Turner, manager of the company's educational products department, will supervise sales.

Westinghouse Electric Corp. has new machine capable of packaging 200 receiving tubes a minute, in company's electronic tube plant in Elmira, N. Y. Company says hand operator can package only 375 tubes an hour.

General Precision Laboratory Inc., Pleasantville, N. Y., has received orders from Canadian Bcstg. Co., for two more 16mm video recorders, it says, bringing total CBC recorder orders to 10. Other recent video recorder sales by GPL were to U. of Indiana, Bloomington, and educational stations WTTW (TV) Chicago and WOSU-TV Columbus, Ohio.

ORRadio Industries Inc., Opelika, Ala., has introduced new 7-inch reel on its Irish Recording Tapes, featuring 32 square inches of indexing area. New reel offers four flat areas for crayon or label markings.

Singer Tv Mfg. Co., L. A., has named Dage Television Div., Thompson Products Inc., Michigan City, Ind., for U. S. industrial distribution of projection equipment.

Holloway Electronics Corp., Ft. Lauderdale, Fla., has introduced new antennas designed to eliminate interference in tv reception. Model Expo-I.R.I.S. (infinite rejection interference system) is claimed to eliminate co-channel, adjacent channel interference and ghosts. System, based on concept that interfering signal can be cancelled by opposing signal of equal amplitude but of opposite phase, consists of two antennas, one vertically disposed above other so that interfering signal is cancelled by rotating one of antennas.

Raytheon Mfg. Co., Waltham, Mass., reports that for first half of its 1955-56 fiscal year, ending Nov. 30, 1955, it made net profit of $1,368,000 after federal taxes, on sales of $83,170,000. Company's current figures compare to a net profit of $2,396,000 on sales of $93,015,000 reported for corresponding half of 1954-55 fiscal year.

Bell & Howell Co., Chicago, announces Model 302 of Filmosound 16mm optical-magnetic recording projector with case and features for business, industry, schools, and amateur movie makers. Company also reports improvements in its Soundstripe process of preparing 16mm film for magnetic recording. Improved signal response and higher gain for clearer voice and musical reproduction are claimed.

Motorola Inc., Chicago, has installed new intracontinental service policy for automobile radios and will honor all warranty claims for receivers made in U. S. or Canada. Company reports phonograph sales rose 215% in 1955 over previous year, with high fidelity console among top products.

General Electric Co., Schenectady, has introduced new high voltage rectifier tube that reportedly will cut tv set manufacturing costs and give longer life because of new filament construction.

Ercona Corp., N. Y., is distributor for new lightweight, battery-operated magnetic tape recorder manufactured by Electric & Musical Industries Ltd. of England to reproduce high fidelity sound. E.M.I. Series L-2 weighs 14½ pounds and uses five-inch reels of tape. It is available in three models at 3¾-, 7½- and 15-inches-per-second speeds.

Precision Apparatus Co. has issued catalog No. 23 describing Precision line of test instruments. Catalog is available free from company at 70-31 84th St., Glendale 27, L. I., N. Y.

DuMont Television & Electronics Ltd., Montreal, and **Canadian Aviation Electronics Ltd.,** that city, have concluded patent agreement making CAE administrator and licensing agent in Canada for all DuMont patents covering Canadian manufacture and sale of cathode-ray tubes, tv transmitters, electronic products and instruments. CAE continues as exclusive Canadian licensee for manufacture and sale of DuMont tv receivers.

Clevite Corp., Cleveland, Ohio, has developed new magnetic recording and playback head capable of handling more than four million cycles a second at tape speed of 20 ft. per second. New tape, company says, will improve techniques of recording tv programs in addition to other technical uses. Brush Electronics, Clevite unit, will distribute new heads.

Sylvania Electric Products Inc., N. Y., has issued new version of its "Tv Picture Tube Comparison Chart," to give current Sylvania picture tube information. Chart may be obtained free from Sylvania central advertising distribution department, 1100 Main St., Buffalo, N. Y.

L.B. Wilson INCORPORATED WCKY CINCINNATI O.

*Sept.-Oct. Pulse

—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

Canadian Independents Seek License Fee Change

INDEPENDENT CANADIAN radio and television stations have asked the Canadian government to change the annual transmitter license fee from the present system based on population coverage and power to a straight $100 annually.

A brief presented to Transport Minister G. C. Marler pointed out that the present fee system represents unfair discrimination against the non-government broadcasting stations in that it imposes on them an extra tax not paid by any other media. In fact, the brief states, many other media receive substantial assistance in the reduction of costs, rather than having additional taxes imposed.

The brief also asks that the transmitter license fee be retained by the Dept. of Transport; currently the license fee goes to support the Canadian Broadcasting Corp. The brief was presented to the transport minister by Jack Davidson and Jim Allard, respectively president and executive vice president of the Canadian Assn. of Radio & Television Broadcasters.

Royal Commission Schedules Public Hearings on Radio-Tv

PUBLIC HEARINGS of the Royal Commission on Canadian Radio & Television Broadcasting will start in Ottawa, Ont., April 30, commission chairman R. M. Fowler announced. Written briefs will be accepted by the commission until April 15.

Hearings have been scheduled for April 30 to give all interested parties adequate time to prepare submissions, the chairman stated. The commission hopes that hearings can be completed by the end of June. First hearings will be submissions of the government-owned Canadian Broadcasting Corp. and the independent stations represented by the Canadian Assn. of Radio & Television Broadcasters. Both these organizations will be allowed to make supplementary submissions at the end of the public hearings.

Germans Produce 3 Million Radio Sets, 350,000 Tv

RADIO SET manufacturers in Germany produced about 3 million sets in 1955, with 1.1 million exported to foreign countries. Portable set production was up by 5%, auto radio set production by 40%. Low-price table models were reported to have sold high above previous average, with sale of more expensive models slightly down. Console sales were up 30%.

Rapidly increasing tv set sales did not influence radio set sales. In October, tv set manufacturers turned out 45,000 sets (against the 1955 summer low of 17,400). Tv set shipments to dealers were 51,800 in September. Total 1955 output is now estimated at 300,000 to 350,000 tv sets and the estimated 1956 total is 550,000 to 600,000 tv sets.

Canadian Production Limited By Volume of U. S. Tv Shows

INCREASING AMOUNT of U. S. network and film television programs on the Canadian Broadcasting Corp. network tv stations have caused charges that not enough Canadian programs are being developed.

A. D. Dunton, chairman of the Canadian Broadcasting Corp., said at Montreal that "it is

economically impossible for commercial activities in Canada to support a great number of productions with Canadian talent. Enormous production costs in tv do not allow for the support of paid Canadian tv talent to any substantial degree." A number of commercial tv shows now on the CBC network are in part subsidized by the CBC, in some cases understood to be up to 40%.

British Films for U.S. Tv

HERBERT WILCOX, British filmmaker, and theatrical impresario Bernard Delfont have formed Wilcox-Delfont Tv Films Ltd., with offices in Brighton Studios, London. Mr. Wilcox said the firm plans to make tv films "on a worldwide basis." There are plans to aim the new films at the American tv film market, with top British actors starring. Mr. Wilcox is to continue making pictures for theatrical release.

CARTB Changes Sales Name

THE TORONTO sales office of the Canadian Assn. of Radio & Television Broadcasters has been renamed the Broadcast Advertising Bureau, Radio Sales Div. It is planned to open a television sales division in the near future. The office is in charge of Charles Fenton, CARTB sales director, and F. R. Thibodeau, research director. Address is 200 St. Clair Ave. West, Toronto, Ont.; telephone Walnut 2-3334.

INTERNATIONAL SHORTS

New rate cards have been announced by CFCM-TV Quebec City, Quebec; CFAC Calgary, Alberta; CJVI Victoria, British Columbia; CJET Smith Falls, Ontario, and CJIC Sault Ste. Marie, Ontario, and have been distributed to advertising agencies by Canadian Assn. of Radio and Television Broadcasters.

INTERNATIONAL PEOPLE

David Forde, Canadian General Electric Co. Ltd., Toronto, Ont., appointed to head London, Ont., school of Radio Electronic Television Schools of Canada Ltd., Toronto.

Robert Hunter, sales manager, CKBB Barrie, Ont., appointed manager of station.

Rick Campbell, newscaster, CBLT (TV) Toronto, Ont., appointed by government of Burma to establish national radio network and film board, under Canada's contribution to Colombo Plan for Southeast Asia.

Kay Stevenson, producer, Canadian Broadcasting Corp., Toronto, to promotion director of CKNX-TV Wingham, Ontario.

Jaff Ford, librarian, CFRB Toronto, Ont., to CKLY Lindsay, Ont., as program director.

Mike Normandin, sportscaster, CKVL Verdun, Que., to executive director of Montreal Alouettes Football Club.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

EDUC. TV GROWTH IN '55 DESCRIBED

EDUCATIONAL television expanded in 1955 from eight stations telecasting 197 hours a week to 18 that are airing 340 hours weekly to a potential audience of 39 million persons, according to a year-end survey by the National Citizens Committee for Educational Tv.

The survey reported that stations will begin to operate in Denver, Colo., and in Memphis, Tenn., early this year and that six others under construction have set on-the-air targets for later in 1956.

Educational television stations were on the air an average of 20 hours a week, ranging from WTHS-TV Miami's five-hour weekly schedule to WQED (TV) Pittsburgh's 67½-hour program stint.

28 College Students Win RCA Scholarships

RCA scholarships for the current academic year have been awarded to 28 students at colleges and universities throughout the U. S., Dr. C. B. Jolliffe, RCA vice president and technical director, has announced.

Each grantee, an undergraduate, was awarded $800 for continuing study in the fields of science, industrial relations, music and drama and other areas related directly to electronics and broadcasting.

In an expansion of RCA's program of aid to education, three RCA-NBC scholarships in dramatic arts are being awarded for the first time at Carnegie Institute of Technology, Iowa State College and Yale U., according to Dr. Jolliffe, who also is chairman of the RCA Education Committee. He said that more than 230 students have been assisted in their college studies under the firm's scholarship and fellowship programs over an 11-year period.

New AFA Committee to Aid Professors of Advertising

THE Advertising Federation of America, as part of its long-range program to stimulate training of college students, has set up a special committee on cooperation with schools and colleges, headed by Henry Obermeyer, vice president of Bozell & Jacobs Inc., New York.

The committee's aims include developing opportunities for professors of advertising techniques to intern at agencies and company advertising departments. Services would be offered during the summer months to AFA member organizations. Because the supply of available teachers exceeds the demand, the AFA committee has urged agencies to submit their needs as soon as possible. Communications should be directed to Helen A. Holby, AFA, 250 West 57th St., New York 19.

Communications Workshop At Yale U. for Ministers

A WORKSHOP for ministers, designed to teach modern techniques of public relations and communications, will be held at Yale U. this week under the joint sponsorship of Yale Divinity School and the Congregational Christian Communication Office.

Ministers, religious educators and interdenominational leaders in the New England and New York area will participate in the workshop. Specialized methods of communications in the fields of the press, television, radio, speech and audio-visual materials will be taught, in addition to the overall techniques of public relations.

Ed Greif, partner in the public relations firm of Banner & Greif, New York, will lead the sessions in discussions. Other leaders include Erik Modean, director, news bureau, National Lutheran Council; Erik Barnouw, associate professor of drama and head of the Communication Center, Columbia U.; Paul H. Vieth, Bushnell professor of Christian nurture, Yale Divinity School, and the Rev. Everett C. Parker, director of the office of communication of the Congregational Christian Churches.

Studios of WNHC-TV New Haven have been made available to permit workshop participants to develop and produce their own tv programs. Films prepared for television, transcriptions of radio programs and similar materials already in use by the ministers, will be brought before the group for criticism.

EDUCATION SHORTS

John A. Aspinwall, radio news editor, Associated Press, N. Y., will address 11th annual Ga. Radio & Television Institute at Henry W. Grady School of Journalism, U. of Ga., Athens, Jan. 25-27. His speech will highlight presention of AP State Radio News Contest awards. **Fred Garrigus,** NARTB organizational manager, will also speak at institute which is co-sponsored by Grady School and Ga. Assn. of Broadcasters.

RCA N. Y. has granted stipends to eight university graduate students from New York, New Jersey and California for advanced study in electrical engineering, physics and drama under continuing RCA fellowship plan. Six RCA and NBC employees were named fortnight ago [B•T, Dec. 12, 1955] to receive fellowships for study in fields allied to communications industry.

BMI
MILESTONES
for February
BMI's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the February package commemorates a special event of national importance.
"MALICE TOWARD NONE"
Abraham Lincoln
Born: February 12, 1809
"OPERATION: MY BROTHER'S KEEPER"
Crusade for Freedom—Freedom week
February 12-22, 1956
"GREAT MUSIC UNITES US"
National Brotherhood Week
February 19-26, 1956
"WASHINGTON'S HOUR OF DECISION"
George Washington
Born: February 22, 1732
"Milestones" is available for commercial sponsorship—see your local stations for details.
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

WMGM USES CAR CARD ADS

WMGM NEW YORK has begun a car card advertising campaign in 3,200 public conveyances, including all Fifth Ave. Coach and New Jersey Public Service buses, dramatizing the advantages that radio in general has over tv in certain areas and singling out the value of WMGM in particular. The first card is aimed at the house wife, and will be followed by cards designed to appeal to factory workers, auto drivers and other groups for whom the station feels radio entertainment can be more practical and appropriate than tv.

BI-LINGUAL SIMULCAST USED

BI-LINGUAL SIMULCAST was the formula of KALI Pasadena and KTTV (TV) Los Angeles to bring Tournament of Roses Parade coverage on Jan. 2 to as many listeners and viewers as possible, regardless of language or medium preference. KTTV's cameras, with English sound, were synchronized with KALI's Spanish broadcasts so that Spanish-speaking viewers could tune in the KTTV picture, tune out the tv sound and listen to the Spanish description. Mobilgas commercials were heard simultaneously in both languages, with announcers working from a monitor to effect coordination. The Mobilgas agency is Stromberger, LaVene, McKenzie, L. A.

KTVW (TV) ON AIR TILL 3 A.M.

MONDAY, Jan. 2, was KTVW (TV) Seattle-Tacoma's first day on an elongated Monday-Friday schedule, giving area swing-shifters and night owls tv until 3 a.m. KTVW claims its late programming is a "first" for the Puget Sound area. Letters from factories and unions urging the new hours helped KTVW make up its mind to extend the schedule.

RAYTHEON GETS RESULTS

A CAMPAIGN by Raytheon Mfg. Co. to promote its new line of transistorized portable radio sets in New England, with emphasis on use of radio-tv time, has been described as "very successful" by company officials. Jordan Marsh, Boston department store, used its radio-tv spot schedule on Boston stations to promote the ten-day drive. The store's promotion also was mentioned during Raytheon's own program on WCRB Waltham, and WGBH-TV Boston educational outlet, devoted one program to development of transistor radios and hearing aids, using Raytheon sets to illustrate the theme.

Race for Olympics

TWO radio stations—WITH Baltimore and WNAV Annapolis—will play important parts when a sport of ancient Greece is revived in Maryland in March.

A marathon, the long distance foot race that dates back to the year 450 B.C., will be run with the Annapolis station as starting point and the Baltimore station 26 miles away as the finish line.

The event is designed to arouse interest in the Olympic Fund and to help make possible a good showing of American athletes in the 1956 Olympic Games, to be held in Australia later in the year.

Invitations have been sent to more than 60 colleges and universities to participate in the Maryland race. Thomas Tinsley, president of WITH, is serving as an honorary chairman of the committee sponsoring the event, and R. C. Embry, WITH vice president, will be among a group of Baltimore sportsmen staging the marathon.

CHICAGO STATIONS PLUG SAFETY

APPEALS ON radio and tv by Chicago Mayor Richard J. Daley before the recent New Years holiday weekend are given credit for a large share in reduced traffic fatalities in that area—only one Chicagoan was killed during the 78-hour period, compared to 15 over Christmas weekend. Mayor Daley's filmed and recorded appeals spots on Chicago stations, coupled with expanded police enforcement, were credited with making Chicago drivers more cautious and cooperative. The safety spots were used by Chicago stations during the drive. Mayor Daley praised all media for "communicating" the urgency of the campaign.

MOZART MEDALLION OFFER

A SPECIAL MOZART BICENTENNIAL medallion mounted on a wooden plaque bearing the composer's likeness and coined by the Austrian mint for WQXR-AM-FM New York is being sent to listeners of the New York Times' "Good Music Station" who send in three or more subscriptions to WQXR's monthly program guide. The promotion is part of the station's Mozart Bicentennial series which was to begin last Saturday and will continue through June 30.

RAB TALKS UP NETWORK

THE LATEST BROCHURE issued by Radio Advertising Bureau Inc., N. Y., in telling the new role network radio plays in American business, describes the advertising efforts of Aero Mayflower Transit Co. of Indianapolis in reaching all its markets on a medium-size budget. Titled "Network Radio Seemed To Offer the Best, Most Logical Road To Travel," the RAB booklet tells how Mayflower, through its agency, Caldwell, Larkin & Sidener-Van Riper Inc., Indianapolis, managed to increase its dollar volume during the first six months of 1955 to the point where it led the entire trucking-transportation industry.

'NEW FRONTIER'

FOUR-PAGE brochure released last week by Radio Advertising Bureau relates how radio helped Frontier Airlines, Denver, grow from a small experimental operation servicing the Intermountain region to the self-described "largest local service airline," covering a quarter of the U. S. Titled "Radio Pioneers a New Frontier," the brochure draws heavily on case history material supplied by Arthur Magee, account executive of Rippey, Henderson, Kostka & Co., Denver, agency for the airline. It quotes Mr. Magee as saying that "as far as Frontier Airlines and our agency are concerned, our radio efforts will stop only when Frontier or the agency, or both, go out of business."

TICKETS UP IN AIR

KEYD-TV Minneapolis, in cooperation with the Minneapolis Lakers professional basketball team and the Lakers' tv sponsor, the Pfeiffer Brewing Co., will release 200 free basketball game passes inside balloons for five consecutive Saturdays from two locations in Minneapolis and St. Paul, starting next Saturday. Passes are good for admission to the following Wednesday night's game, according to KEYD-TV Minneapolis-St. Paul which telecasts the Lakers' home games.

FREE EUROPE IN U. S.

RADIO FREE EUROPE is making its second 14-week series of Slavic language programs available to U. S.-Polish language radio stations later this month. The privately-financed and operated anti-Soviet broadcasting service will distribute "Forbidden Songs," music traditionally identified with free Poland and regularly broadcast behind the Iron Curtain from RFE's site in Munich, to 51 U. S. stations in the East and Midwest. RFE last year "sponsored" another 14-week series of transcribed radio interviews with Polish exiles on the same number of stations.

NO RAINCHECKS FROM NBC-TV

RAIN OR SHINE, NBC-TV plans to present "video's first drama to be done live in color and black-and-white from an outdoor location" Jan. 11 on *NBC Matinee Theatre* (Mon.-Fri., 3-4 p.m. EST). An original teleplay, "All the Trees of the Field," by Sylvia Richards, has been selected for the undertaking, which will be produced on location from Rancho Rinconada, an orange grove situated in the woodland hills of Southern California's San Fernando Valley. NBC said that the possibility of rain is not a major problem. To take care of that contingency, there will be alternate lines of dialogue in six places in the script—one line to be used if the weather is dry, the other set will be used if it is raining.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

I've checked service desired.

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

NBC-TV KIDS SHOW LAUNCHED

A NEW NBC-TV participation show for children, *Choose Up Sides*, was to be launched Jan. 7 (Sat., noon-12:30 p.m. EST). Gene Rayburn serves as master of ceremonies on the program, during which youngsters on four-member teams race each other in a series of party stunts, with prizes to winners.

CONTINENTAL PROMOTES 'ANNIE'

COMPREHENSIVE MERCHANDISING campaign has been set by Continental Baking Co. in connection with its sponsorship of CBS-TV Film Sales' *Annie Oakley* tv film series in 70 markets. Together with CBS-TV film sales and Ted Bates & Co., Continental has arranged for distribution to retail outlets of Annie Oakley hats, scarves, counter posters, window streamers and large lapel labels.

WNBQ (TV) SELLS QUIZ TO SEARS

NEW QUIZ SHOW, featuring photographs with certain portions missing and a panel of local personalities, began on WNBQ (TV) Chicago Jan. 4 under sponsorship of Sears, Roebuck & Co. With Bob Murphy as emcee, the program is based on the question, "Can the mind conceive what the eye cannot see?" It includes panelists who try to guess what the pictures depict while home viewers glimpse complete photos. Personalities are Fran Allison, Sam Cowling, Kay Westfall and Len O'Connor. The program is packaged by Bob Murphy Productions.

BEAMS MUSIC AT WORKERS

CKOT TILLSONBURG, Ont., Canada, has programmed a new afternoon show, *Strip Room Serenade*, to suit the occupation of the area. But in the stripping room you'll more likely find grunts and groans than bumps and grinds, because the occupation is tobacco farming. This season finds workers busy in stripping rooms where all that is peeled is the leaves from cured plants. CKOT hopes to reach eight to ten workers in each stripping room of some 4,000 tobacco farms in Southwestern Ontario.

'RIDE BACK' IS BACK

SCRIPT originally written by Antony Ellis for CBS Radio's *Gunsmoke* series, titled "The Ride Back," has been adapted for the screen by Mr. Ellis and will be produced by Robert Aldrich & Assoc., starting March 1. The radio version was carried on CBS Radio two years ago. The motion picture will be directed by Mr. Ellis and will feature actor William Conrad, who also will serve as producer.

KIDDIE SHOW REVISED

IN THE BELIEF that the 6 p.m. time period currently has more "kiddie" tv programs than the New York market can absorb, WOR-TV New York will begin telecasting the new *Ray Heatherton Theatre* in the Mon.-Fri., 6-6:25 p.m. slot, starting today (Mon.). The new program, designed to appeal to older children, teen-agers and adults, will feature Ray Heatherton as m.c. and singer, and will include a nightly film short of about 15 minutes in length. It replaces *The Merry Mailman* nighttime show, also featuring Mr. Heatherton, which was slanted toward children in the early age brackets. WOR-TV will continue to carry the noontime *Merry Mailman* (Mon.-Fri., 12 noon-12:30 p.m. EST).

PLANS for the January kickoff of the "Operation Home Improvement" promotion, sponsored by U. S. Chamber of Commerce [B•T, Dec. 12, 1955], were reviewed at a luncheon for advertising agency executives in Chicago. Among those present were (l to r): D. E. Mackelman, deputy coordinator, Office of Housing & Redevelopment, Chicago; Perry Brand, account executive, Campbell-Mithun Inc.; John Doscher, OHI executive director; Howard Bede, vice president, Leo Burnett Co., and Chester D. Kuttner, executive vice president, Kuttner & Kuttner Inc., which sponsored the luncheon.

Among other agencies represented were Foote, Cone & Belding; Young & Rubicam, and D'Arcy Adv. Co. Proclamation of "Home Improvement Year" will be made by Housing and Home Finance Agency Jan. 16. Manufacturers and dealers in building supplies will take part in the promotion, which will include millions of dollars placed in both local and national advertising.

KVOO-TV, KRMG GIVE SIMULCAST

THE EARLY HOURS of Jan. 1, 1956, marked a "first" in Tulsa, Okla., broadcasting history, says station KVOO-TV there, which handled the visual half of the first simulcast in that area. After NBC's telecast of New Year's Eve on Times Square, KVOO-TV showed viewers New Years Eve in Tulsa at the Cimarron Ballroom. Joe Knight, disc jockey, KRMG Tulsa, emceed the show which was broadcast simultaneously on KRMG.

DES MOINES HAS HOLIDAY COLOR

IOWA'S FIRST locally produced color telecast was credited to WHO-TV Des Moines on Christmas Day, 1955. A half-hour film story, "The Saviour Is Born," was sponsored by the Central National Bank and Trust Co. of Des Moines, marking the first scheduled use of color projection equipment by a local station in Iowa, says WHO-TV.

STARTS YEAR WITH COLOR

WBTV (TV) Charlotte, N. C., became, on New Year's Eve, the nation's 18th station to originate local live color programming, it says. The station colorcast a short religious program at 7:30 p.m. and followed it up with an announcement of plans to start regular studio colorcasts within the next few weeks.

SKATERS LIKE WCCC SONGS

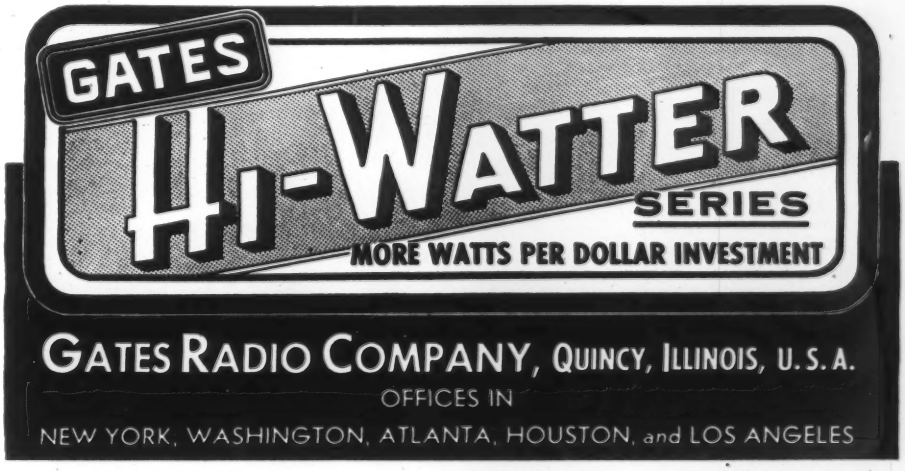
ICE SKATERS by the hundreds, says WCCC Hartford, Conn., have written thanks for the music it began providing them Dec. 31. Closed circuits take music, weather readings, time signals and news from WCCC to Hartford's three biggest skating parks. Mayor Joseph V. Cronin of Hartford and other officials participated in opening ceremonies New Year's Eve.

WRITERS GET SQUARE MEAL

ON THEORY that the way to the press' heart is through its stomach, KTTV (TV) Hollywood arranged tv dinners in the homes of writers to introduce Standard Oil Co.'s *Chevron Hall of Stars*, Jan. 3. Maids arrived at guests' homes before showtime to set up tv tables and serve hot meals. KTTV saw that dishes were washed at the meal's end.

BING'S 'SING' PLUGGED

ONE OF THE MOST extensive promotion campaigns for a single, one-time radio show was claimed last week by CBS Radio. The show was the Christmas Eve Bing Crosby singfest, "Christmas Sing With Bing" (9-10 p.m. EST), sponsored by the Insurance Co. of North America. The nationwide exploitation included active support from Decca Records, competitor



of CBS' Columbia Records, which placed 5,000 ad flyers in music stores all over the country, and the following organizations which urged its units and members to listen in: The Salvation Army, The American Automobile Assn., The Campfire Girls, National Education Councils, Greater New York Fund and The Boy Scouts of America. To top it off, CBS and managers of affiliated stations in 28 cities arranged for the program to be piped into main railroad terminals. As an example of the promotion's wide range: the AAA recommendation went to its 4.9 million members urging those who were out riding that evening to tune in to the program. A two-week on-air promotion by CBS radio preceded the program.

CKCK CHARTS LOCAL ECONOMICS

CKCK REGINA, Saskatchewan, has come out with a monthly pocket-size booklet featuring in words and pictures new economic developments in Regina and southern Saskatchewan. The December issue contains data on radio set sales, oil and gas output in the area, new $8,000,000 cement plant for Regina, salary increases for government employes, graph on passengers on Regina's transit system, car registration in Saskatchewan, pictures of new factories and retail establishments in Regina, new mining areas opened up in the region and new government buildings completed recently.

Radio Buys Radio

WROM Rome, Ga., believes in practicing what it preaches: that radio is the most effective means of advertising.

When the station recently sought to get an important message before an audience 40 miles away, it turned to another radio station, buying time on WGKA Atlanta to let advertising agencies of that city know that "WROM is completely sold out but will be happy to consider clients beginning Jan. 1, 1956."

Said WGKA Sales Manager Lee Nance:

"We're still reeling from the unexpected but pleasantly surprising compliment paid us—in the truest sense—by our friends to the north. And the merits of WROM are being extolled on this station."

Station Authorizations, Applications

(As Compiled by B • T)

December 29 through January 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary Through Jan. 4

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,814	2,804	212	226	269
Fm	536	527	52	18	3

FCC Commercial Station Authorizations
As of November 30, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,791	520	145
Cps on air	17	16	332
Cps not on air	115	20	109
Total on air	2,808	536	477
Total authorized	2,923	556	586
Applications in hearing	164	3	164
New station requests	217	4	28
New station bids in hearing	103	0	111
Facilities change requests	140	5	41
Total applications pending	750	80	289
Licenses deleted in Nov.	1	4	0
Cps deleted in Nov.	1	0	3

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through Jan. 4

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	342	100	442
Noncom. Educ. on air	13	5	18

Grants Since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	298	315	613[3]
Noncom. Educational	19	17	36[4]

Applications Filed Since April 14, 1952:
(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	966	337	780	543	1,303[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,025	337	792	570	1,362[5]

[1] 156 Cps (32 vhf, 124 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATION

Bishop, Calif.—Inyo Bcstg. Co., vhf ch. 3 (60-66 mc); ERP 100 w vis., 50 w aur.; ant. height above average terrain minus 713.6 ft., above ground 208 ft. Estimated construction cost $29,551, first year operating cost $24,000, revenue $26,000. Post office address P. O. Box 757, Bishop. Studio and trans. location Bishop. Geographic coordinates 37° 20' 43.5" N. Lat., 118° 23' 43" W. Long. Trans. and ant. Gates. Principals are **James R. Oliver**, 50% owner of **KIBS Bishop**, and **Stephen A. Cisler**, 50% owner of **KXKY San Francisco**, majority owner of **KEAR San Mateo, Calif.**, and sole owner of **KXXL Monterey, Calif.** Filed Dec. 29.

APPLICATION AMENDED

Arecibo, P. R.—Caribbean Bcstg. Corp. application for new tv station amended to furnish additional exhibits, financial data, articles of incorporation with amendment and by-laws, and request for waiver of sec. 3.613 of FCC rules. Amended Dec. 29.

Existing Tv Stations . . .

ACTION BY FCC

KENI-TV Anchorage, Alaska—Granted ERP of 5.37 kw vis., 2.69 kw aur. with ant. height 70 ft. above average terrain. Granted Dec. 29.

APPLICATION AMENDED

KULA-TV Honolulu, Hawaii—Filed amendment regarding corporate structure. Amended Jan. 4.

CALL LETTERS ASSIGNED

WNYT-TV Buffalo, N. Y.—Frontier Television Inc., ch. 59.

WISC-TV Madison, Wis.—Radio Wisconsin Inc., ch. 3.

New Am Stations . . .

ACTIONS BY FCC

Douglas, Ga.—Radio Douglas Inc. application for new am to operate on 1450 kc, 250 w unl. dismissed at request of applicant. Action of Jan. 4.

Charlotte, Mich.—Eaton County Bcstg. Co. granted 1390 kc, 1 kw D. Post office address 408 Federal Square Bldg., Grand Rapids, Mich. Estimated construction cost $25,537, first year operating cost $42,000, revenue $50,000. Principals include: **Craig E. Davids** (⅓) attorney, and **Roy W. McLean** (⅔) accountant. Granted Jan. 4.

Coos Bay, Ore.—Coos County Bcstrs. granted 1420 kc, 1 kw D. Post office address 1011 S.W. 6th Ave., Portland, Ore. Estimated construction cost $16,700, first year operating cost $32,000, revenue $36,000. Sole owner **Harold C. Singleton** is vice pres.-52% owner **KTEL Walla Walla, Wash.**, secy.-treas-9.9% owner **KGAL Lebanon** and owner **KRTV Hillsboro, Ore.** Granted Jan. 4.

Tyler, Tex.—Tyler Bcstg. Corp. granted 690 kc, 250 w D. Post office address 6114 Northwood Rd., Dallas, Tex. Estimated construction cost $17,500, first year operating cost $39,360, revenue $56,000. Applicant is trade name of **Thomas B. Moseley**, director of sales and contract negotiations for Continental Electronics Mfg. Co., Dallas. Granted Jan. 4.

Shelton, Wash.—Mason County Bcstg. Co.

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
And Company

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU 7-4242
111 West Monroe St. • Chicago 3, Illinois RA 6-3688

granted 920 kc, 500 w D. Post office address 529 Birch St. Estimated construction cost $14,983, first year operating cost $36,000, revenue $48,000. Sole owner **Roy C. McConkey** is owner of pharmacy and drug store in Klamath Falls, Ore. Granted Jan. 4.

APPLICATIONS

Palm Springs, Calif.—George E. Cameron Jr., 1010 kc, 250 w D. Post office address 1432 Beverly Estates Dr., Beverly Hills, Calif. Estimated construction cost $20,343, first year operating cost $60,000, revenue $50,000. Mr. Cameron is 40% owner of Palm Springs, Calif., newspaper, former 70% owner of **KOTV (TV) Tulsa, Okla.,** and is director of Hartford Telecasting Co., applicant for ch. 3, Hartford, Conn. Filed Dec. 29.

Cynthiana, Ky.—Cynthiana Bcstg. Co., 1400 kc, 250 w unl. Post office address Box 55, Cynthiana. Estimated construction cost $15,843, first year operating cost $30,000, revenue $36,000. Principals are equal partners **Estil R. Anderson,** chief engineer **WEKY Richmond, Ky.,** and **Silas E. Anderson,** automotive specialty store owner. Filed Jan. 4.

Leesville, La.—Leesville Bcstg. Co., 1570 kc, 250 w D. Post office address Box 188, Alexandria, La. Estimated construction cost $11,350, first year operating cost $24,000, revenue $30,000. Principals are equal partners **John A. Lazarone** and **Irving W. Steinman,** co-owners of **KDBS Alexandria, La.** Filed Jan. 4.

Caribou, Me.—Northern Bcstg. Co., 600 kc, 1 kw D. Post office address 21 Collins St., Caribou. Estimated construction cost $18,794, first year operating cost $63,600, revenue $81,000. Sole owner **Forest S. Tibbetts** is auto dealer with tv sales and service interest. Filed Jan. 4.

Niles, Mich.—Lawrence J. Plym, 1400 kc, 250 w unl. Post office address 1105 N. Front St., Niles. Estimated construction cost $28,305, first year operating cost $40,000, revenue $60,000. Mr. Plym has aluminum fabricating, publishing, and banking interests. Filed Jan. 4.

Dundee, N. Y.—Finger Lakes Bcstg. Co., 1570 kc, 1 kw D. Post office address 239 Golden Glow Rd., R.D. 1, Elmira, N. Y. Estimated construction cost $14,999.27, first year operating cost $38,000, revenue $55,000. Principals are equal partners **Henry Valent,** attorney, and **Thomas H. Shafer,** chief engineer, **WCBA Corning, N. Y.** Filed Jan. 4.

Houston, Tex.—Trinity Bcstg. Corp., 1070 kc, 10 kw unl. Post office address 2104 Jackson St., Dallas, Tex. Estimated construction cost $150,682, first year operating cost $264,000, revenue $250,000. Trinity owns **KLIF Dallas, WRIT Milwaukee, KELP El Paso, KLIF-TV Dallas** and **KOKE-TV El Paso.** Filed Jan. 4.

APPLICATIONS AMENDED

Auburndale, Fla.—R. E. Hughes amends application for cp to operate on 910 kc, 5 kw D to specify 1 kw. Amended Jan. 4.

Abilene, Tex.—Key City Bcstg. Co. application for new am to operate on 1570 kc 250 w D, amended to change frequency to 860 kc. Amended Jan. 3.

Grand Prairie, Tex.—Grand Prairie Bcstg. Co., application for cp to operate on 730 kc, 250 w D, amended to change power to 500 w, install DA, change trans. and studio locations. Filed Dec. 29.

Liberty, Tex.—Liberty Bcstg. Co. application for cp to operate new am on 1050 kc, 250 w D amended to specify change in DA system. Amended Jan. 4.

Existing Am Stations . . .

ACTIONS BY FCC

WGMS Bethesda, Md.—Granted request to retain common call letters for its am and fm stations, which duplicate programs, when am station moves to Bethesda. WGMS-FM is licensed to Washington, D. C. Granted Jan. 4.

WTVB Coldwater, Mich.—Granted change from DA-2 to DA-N operating on 1590 kc, 500 w N, 5 kw LS unl. with engineering conditions. Granted Jan. 4.

WLTN Wilmington, N. C.—Cp for new am to operate on 1230 kc, 250 w unl. forfeited and call letters deleted. Action of Jan. 4.

KLLL Lubbock, Tex.—Granted change on 1460 kc from 500 w D to 1 kw D. Granted Jan. 4.

KLAN Renton, Wash.—Granted change from 1230 kc, 250 w (shared time with **KTW Seattle, Wash.**) to 910 kc, 1 kw unl. with engineering conditions. Granted Jan. 4.

KVAN Vancouver, Wash.—Granted change of operation on 910 kc, 1 kw unl. from DA-1 to DA-N with remote control during D. Granted Jan. 4.

APPLICATIONS

WMYR Fort Myers, Fla.- Seeks mod. of cp to change from DA-2 to DA-N. Filed Jan. 4.

WINX, Rockville, Md.—Seeks mod of cp to change from DA-2 to DA-N and to make ant. system changes. Filed Dec. 29.

WVET Rochester, N. Y.—Seeks cp to change ant.-trans. location. Filed Jan. 4.

WFRM Coudersport, Pa.—Seeks cp to increase power from 500 w to 1 kw. Filed Jan. 4.

WGSA Ephrata, Pa.—Seeks cp to increase power from 500 w to 1 kw. Filed Jan. 4.

WEMB Erwin, Tenn.—Seeks mod. of cp to change ant.-trans. and studio locations. Filed Dec. 29.

WSHE Sheboygan, Wis.—Seeks mod. of cp to make changes in DA pattern. Filed Jan. 4.

APPLICATIONS AMENDED

WPAC Patchogue, N. Y.—Application for cp to increase from 1 kw to 5 kw (Canadian restricted) amended to change trans. location and install DA. Filed Dec. 29.

WRAP Norfolk, Va.—Application for cp to change from 1 kw to 10 kw and change DA pattern amended to change D power to 5 kw and make DA-D system changes. Amended Jan. 4.

CALL LETTERS ASSIGNED

WCAS Gadsden, Ala.—Etowah Broadcasters Inc., 570 kc, 1 kw D. Changed from WGWD effective March 5 instead of previous effective date of Jan. 1.

KBOK Malvern, Ark.—Malvern Bcstg. Co., 1420 kc, 1 kw D. Changed from KDAS effective Jan. 23.

WYZE Atlanta, Ga.—Greater South Bcstg. Co., 1480 kc, 5 kw D.

WBRB Mount Clemens, Mich.—Mount Clemens Bcstg. Co., 1430 kc, 500 w D.

KCUE Red Wing, Minn.—Hiawatha Valley Bcstg. Co., 1250 kc, 1 kw D. Changed from KAAA effective Dec. 31, 1955.

WCOW St. Paul, Minn.—Changed to KCUE effective Jan. 1, changed back to WCOW Dec. 27, 1955.

WPVL Painesville, Ohio—Somerset Bcstg. Co., 1460 kc, 500 w D.

WOKB Memphis, Tenn.—Chickasaw Bcstg. Co., 1480 kc, 1 kw D. Changed from WCBR effective Feb. 1.

WKTF Warrenton, Va.—Old Dominion Bcstg. Co., 1420 kc, 5 kw D.

New Fm Stations . . .

ACTION BY FCC

Greeneville, Tenn.—Radio Greeneville Inc. granted 94.9 mc, 4.6 kw unl. Post office address P. O. Box 243, Greeneville. Estimated construction cost $4,000, first year operating cost $960, revenue none. Applicant is licensee of **WGRV Greeneville, Tenn.** Granted Jan. 4.

Existing Fm Stations . . .

ACTION BY FCC

WLOE-FM Leaksville, N. C.—Granted mod. of cp to change ERP to 94.5 mc. Action of Dec. 29.

CALL LETTERS ASSIGNED

KELS (FM) Nacogdoches, Tex.—Lee Scarborough, 100.1 mc, 330 w unl.

Ownership Changes . . .

ACTIONS BY FCC

WULA Eufaula, Ala.—Granted assignment of license to **Edward B. Fussell, Jessie B. Fussell** (present owners), **Ralph W. Hoffman** and **Emily G. Hoffman** d/b as Alabama-Georgia Broadcasters. Mr. and Mrs. Hoffman are to own half of station for $5,000. Mr. Hoffman is WULA station manager. Granted Jan. 4.

KFMA Davenport, Iowa—Granted transfer of control to **Lester L. Gould** (60%) and **Dorothy R. Gould** (40%) for $55,000. Mr. Gould is former owner of **WJNC Jacksonville, N. C.,** and presently owns 33.3% of **WLSE Wallace, N. C.** Mrs. Gould is former WJNC program director. Granted Jan. 4.

KOLN-TV Lincoln, Neb.—Granted change in licensee name to **Cornhusker Television Corp.** Granted Dec. 30.

WISP Kinston, N. C.—Application for transfer of control to **William B. Murphy** and **Cathryn C. Murphy** dismissed at request of applicant. Action of Jan. 4.

APPLICATIONS

WMIE Miami, Fla.—Seeks assignment of license to **WMIE Inc.** Corporate change only; no change in control. Filed Jan. 4.

WRDW-AM-TV Augusta, Ga.—Seeks transfer of control to Southeastern Newspapers Inc. for $1 million. Augusta Newspapers (*Augusta Chronicle*) owns all of Southeastern. **William S. Morris** owns more than 51% of Augusta Newspapers. Filed Jan. 4.

WINT (TV) Waterloo, Ind.—Seeks transfer of control from R. Morris Pierce, *et al.* to R. Morris Pierce, *et al.*, with **Gladys Krusell** and **Ben Baylor** buying respectively, 50 and 76 shares of hitherto unissued stock. This brings holdings of original stockholders from 50.72% to 48.51%. Neither Mrs. Krusell nor Mr. Baylor has other broadcasting interests. Filed Jan. 4.

WPAY-AM-FM Portsmouth, Ohio—Seek assignment of licenses to **Paul F. Braden** for $95,000. Mr. Braden is owner of **WPFB Middletown, Ohio.** Filed Dec. 29.

WMLP-AM-FM Milton, Pa.—Seek assignment of licenses to **WMLP Inc.** Corporate change only; no change in control. Filed Dec. 29.

WOSA-WLIN (FM) Wausau, Wis.—Granted assignment of license to **Alvin E. O'Konski Enterprises Inc.** Corporate change only; no change in control. Filed Dec. 29; granted Dec. 30.

KASL Newcastle, Wyo.—Seeks assignment of license to Northeast Wyoming Broadcasters Inc. for $30,000. Principals are: Pres. **Floyd L. Sparks** (48%), gen. manager-minority stockholder of KASL; Vice Pres. **Doris A. Sparks** (2%), no occupation listed in application; Secy.-Treas. **William L. Fisher** (20%), attorney, and **Stella S. Parrott** (30%), feed and grain business. Filed Dec. 29.

Hearing Cases . . .

FINAL DECISIONS

WICC-TV Bridgeport, Conn.—Commission denied request for mod. of cp to specify ch. 6 instead of ch. 43, returned application and request for STA for such operation. Action of Jan. 4.

West Point, Ga.—FCC dismissed Dec. 7 protest by **WRLD Lanette, Ala.-West Point, Ga.,** against Commission Nov. 15, 1955, grant of Confederate Radio Co. application for mod. of cp to change type trans. for new am (WPGA) to operate on 910 kc, 500 w D in West Point, Ga. Action of Jan. 4.

WBUF-TV Buffalo, N. Y.—Granted STA to March 17 to operate WBUF-TV (ch. 17) on commercial basis in accordance with cp and upon completion of temporary installation to operate in accordance with BMPCT-3025 except using temporary tower. Action Dec. 30.

Aguadilla, P. R.—FCC denied Nov. 10, 1955, petition by **WABA Aguadilla** requesting reconsideration of Commission grant on Oct. 12 of Jaicoa Bcstg. Corp. application for new am station (WGRF) to operate on 1340 kc, 250 w unl. in Aguadilla. Action of Jan. 4.

INITIAL DECISIONS

Boston Mass.—Hearing Examiner James D. Cunningham issued initial decision looking toward grant of application of Greater Boston Tele-

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vision Corp. for new tv station to operate on ch. 5 in Boston and denial of competing applications of WHDH Inc., Massachusetts Bay Telecasters Inc., Allen B. DuMont Laboratories Inc., and Post Pub. Co. Action Jan. 4.

Murphy, N. C.—Hearing Examiner Hugh B. Hutchison issued initial decision looking toward granting application of Valley Bcstg. Co. for new am to operate on 600 kc, 1 kw D in Murphy and denial of competing application of Cherokee Bcstg. Co.; also to deny motion by Cherokee to strike portions of proposed findings of fact and conclusions submitted by Valley. Action of Jan. 4.

KBAS-TV Ephrata, Wash.—Hearing Examiner Thomas H. Donahue issued initial decision looking toward (1) denial of protest by **KSEM Moses Lake, Wash.**, and (2) confirming Commission May 4 grant to Basin Tv Co. for **KBAS-TV Ephrata** to operate on ch. 43 as satellite of **KIMA-TV Yakima, Wash.** (ch. 29). Action of Dec. 29.

OTHER ACTIONS

De Funiak Springs, Fla.—FCC granted protest and petition by **WFNM De Funiak Springs**, to extent of staying its Nov. 9, 1955, grant of cp to Euchee Valley Bcstg. Co. for new am (WDSP) to operate on 1280 kc, 5 kw D in De Funiak Springs pending result of hearing to be held Feb. 15 and made WFNM party to proceeding. Action of Jan. 4.

KHTV (TV) Twin Falls, Idaho—FCC postponed effective date of Nov. 9, 1955, grant to **KHTV (TV) Twin Falls**, pending hearing on same to commence Jan. 23 and made **KLIX-AM-TV Twin Falls**, which protested grant, party to proceeding with burden of proof on protestant. Action of Jan. 4.

Shreveport, La.—Twin City Bcstg. Co. designated for hearing on application for new am to operate on 1300 kc, 1 kw D and made **KVHL Homer, La.**, party to proceeding. Granted Jan. 4.

Detroit, Mich.—FCC granted, in part, Aug. 11 petition by **WXYZ Detroit** to extent of adding issue in above proceeding to consider program services of WXYZ and **WKMH Dearborn, Mich.** Action of Jan. 4.

Saline, Mich.—FCC denied Aug. 11 joint petition filed by **WHRV** and **WPAG-AM-TV Ann Arbor, Mich.**, requesting enlargement of issues in proceeding involving application by Saline Bcstg. Co. for new am to operate on 1290 kc, 500 w D in Saline. Action of Jan. 4.

Pitman-Glassboro, N. J.—FCC, on petition by **WCBM Baltimore, Md.**, modified and enlarged issues in proceeding on application of Delsea Broadcasters for new am to operate in Pitman-Glassboro, placed certain burden on WCBM and dismissed as moot petition in certain other respects. Action of Jan. 4.

WHOL Allentown, Pa.—FCC granted petition by **WHOL Allentown** to extent of extending date of WHOL's temporary operating authority from Jan. 15 until midnight of 30th day following entry of order by Court of Appeals denying WHOL's Dec. 30 petition for rehearing or otherwise disposing of appeal. (On Dec. 16 Court of Appeals, on mandate from Supreme Court, affirmed Commission's grant of application by Easton Pub. Co. for use of 1230 kc in Easton and denial of WHOL's application for same frequency in Allentown.) Action of Jan. 4.

Philadelphia, Pa.—Philadelphia Bcstg. Co. is being advised its application for new tv station to operate on ch. 29 indicates necessity of hearing. Action of Jan. 4.

WIIC (TV) Pittsburgh, Pa.—Station is being advised its application for mod. of cp to increase ERP and ant. height, change trans. and ant. and studio location indicates necessity of hearing. Further hearing on original cp was ordered Nov. 28, 1955, on petition of **WENS (TV) Pittsburgh.** Action of Jan. 4.

Routine Roundup . . .

December 29 Applications

ACCEPTED FOR FILING

License to Cover Cp

WHFS (FM) South Bend, Ind.—Seeks license to cover cp which authorized new fm station.

KFAR-TV Fairbanks, Alaska—Seeks license to cover cp which authorized new tv station.

WPBN-TV Traverse City, Mich.—Seeks license to cover cp which authorized new tv station.

Remote Control

WABB Mobile, Ala.; KSCJ Sioux City, Iowa; WPGC Morningside, Md.

Renewal of License

WDBQ-FM Dubuque, Iowa; KAYL-FM Storm Lake, Iowa; KWOC-FM Poplar Bluff, Mo.; KVFC Cortez, Colo.; KLZ Denver, Colo.; KROX Crookston, Minn.

Modification of Cp

WAZL-FM Hazleton, Pa.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

WSTF (TV) Stamford, Conn.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WHFC-TV Chicago, Ill.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 16.

WHK-TV Cleveland, Ohio—Seeks mod. of cp (which authorized new tv station) to extend completion date.

KOKE (TV) El Paso, Tex.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 1.

KWFT-TV Wichita Falls, Tex.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 19.

WOTV (TV) Richmond Va.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 15.

WJKO East Longmeadow, Mass.—Seeks mod. of cp (which authorized changed studio-ant.-trans. locations, change station location and change from DA-D to non-DA) extension of completion date.

WBRG Lynchburg, Va.—Seeks mod. of cp (which authorized new am station) for extension of completion date.

WSUN-TV St. Petersburg, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to May 3.

WTLF (TV) Baltimore, Md.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16.

December 30 Decisions

By Chief Hearing Examiner James D. Cunningham

John F. Shea, Montgomery, Ala., WGYV Greenville, Ala.—Granted petition of Shea to dismiss without prejudice his am application. WGYV application returned to processing line. Action of Dec. 28.

Radio Bcstg. Service, Dana W. Adams, Tyler, Tex.—Granted petition of Radio Bcstg. Service for dismissal of its am application; application dismissed with prejudice. Adams application returned to processing line. Action of Dec. 28.

Miners Bcstg. Service Inc. West Chester, Pa.—Granted petition for dismissal without prejudice of its am application. Action of Dec. 22.

WJVA Mishawaka, Ind.—Granted petition for dismissal without prejudice of its am application. Action of Dec. 22.

Redding, Calif.—Ordered that hearing in proceeding involving applications of Shasta Telecasters, and Sacramento Broadcasters Inc., Redding, for ch. 7 shall commence Feb. 24. Action of Dec. 22.

Utah—Ordered that hearing re am applications of Dale R. Curtis, Salt Lake City, Utah, and Tooele County Radio & Television Bcstg. Inc., Tooele, Utah, shall commerce Feb. 24. Action of Dec. 22.

By Hearing Examiner Hugh B. Hutchison

Ponce de Leon Bcstg. Co. of P. R., Mayaguez, P. R.—Granted motion for continuance of ch. 3 proceeding from Dec. 29 to Feb. 17. Action Dec. 23.

January 3 Applications

ACCEPTED FOR FILING

Renewal of License

KCHE Cherokee, Iowa; KOTA Rapid City, S. D.

Modification of Cp

KOVR (TV) Stockton, Calif.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 6.

KAKE-TV Wichita, Kan.—Seeks mod. of cp (which authorized new tv station) to extend completion date to April 1.

KHAS-TV Hastings, Neb.—Seeks mod. of cp (which authorized new tv station) to extend completion date to March 23.

KSPG (TV) Tulsa, Okla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 16.

WRAK-TV Williamsport, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 16.

KVOS-TV Bellingham, Wash.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 30.

January 4 Applications

ACCEPTED FOR FILING

Renewal of License

KTCB Malden, Mo.; WEW St. Louis, Mo.

License to Cover Cp

WSYR-TV Syracuse, N. Y.—Seeks license to cover cp which authorized changes in facilities of existing station.

WUSN-TV Charleston, S. C.—Seeks license to cover cp which authorized new tv station.

WSIX-TV Nashville, Tenn.—Seeks license to cover cp which authorized new tv station and to correct geographic coordinates.

Modification of Cp

KCOP (TV) Los Angeles, Calif.—Seeks mod. of cp (which authorized changes in facilities of existing station) to extend completion date to July 26.

KVSO-TV Ardmore, Okla.—Seeks mod. of cp for extension of completion date to July 12.

WHIS-TV Bluefield, W. Va.—Seeks mod. of cp for extension of completion date to April.

WISN-TV Milwaukee, Wis.—Seeks mod. of cp for extension of completion date to May 1.

Broadcast Bureau Decisions

Action of Dec. 28

KMVI-TV Wailuku, Maui, Hawaii—Granted extension of completion date to July 25.

Actions of Dec. 29

KAMC-FM Stillwater, Okla.—Granted license to cover cp which authorized new educational fm station.

WXHR (FM) Cambridge, Mass.—Granted license to cover cp for changes in licensed station.

WGH-FM Newport News, Va.—Granted license to cover cp which authorized changes in licensed station.

WTAY Taylorville, Ill.—Granted mod. of cp to make changes in ground system.

KXOA Sacramento, Calif.—Granted license to cover cp which authorized change from DA-1 to DA-N.

KYME Boise, Idaho—Granted license to cover cp which authorized new am station.

WATO Oak Ridge, Tenn.—Granted license to cover cp which authorized change in trans.-studio location and operate trans. by remote control.

WCRV Washington, N. J.—Granted license to cover cp which authorized new am station.

WPLA Plant City, Fla.—Granted license to cover cp which authorized increased power.

KZUM Opportunity, Wash.—Granted license to cover cp which authorized new am station.

WNRG Grundy, Va.—Granted license to cover cp which authorized new am station.

WGOL Goldsboro, N. C.—Granted license to cover cp which authorized new am station.

WOBS Shelby, N. C.—Granted license to cover cp which authorized increased power.

WKTL Kendallville, Ind.—Granted license to cover cp which authorized new am station.

WCOJ Coatesville, Pa.—Granted license to cover cp which authorized increased power, change hours of operation and install DA-N.

WWIL Fort Lauderdale, Fla.—Granted license

(Continues on page 121)

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Announcers

Outstanding disc jockey for midwest station. Must have ability to sell on air. Give complete details and references. Box 848E, B•T.

Deejay. Must have distinctive style, know his records, and be able to sell on the air. Give. complete resume of previous experience, salary expected and enclose snapshot. Don't send tape until requested. Box 872E, B•T.

Expanding 5kw operation in leading market needs versatile, experienced announcer capable of handling personality shows and on the air salesmanship; also experienced newsman to develop news schedule and head up news department. Send full particulars and tape first letters. Box 898E, B•T.

Experienced announcer for heavy commercial shift. Good newsman. Box 903E, B•T.

Young announcer with potential and some basic experience. Illinois kilowatt. $60 to start. Box 904E, B•T.

Wanted: Experienced announcer who is ready for competitive market of 125,000. Position open now. Wire immediately. Box 916E, B•T.

Experienced announcer needed by a new kilowatt daytimer in a large market. Pop music DJ with board ability. Good salary offer for good man. Send tape, resume and photo first letter. Box 942E, B•T.

Wanted: Actor-DJ-stage, tv, radio acting experience (soap opera). Les Tremayne type voice. Narrative "story teller" delivery. Ohio. Box 944E, B•T.

Engineer-announcer. Combination position open. Contact Radio Station KCOW, Alliance, Nebraska.

Do You Have ALL Three?

1. CHARACTER
2. ABILITY
3. EXPERIENCE

If you can answer YES there is a strong active demand for your services. But . . . it takes more than a quick yes to land the better positions.

The successful marketing of one's services requires the application of scientific selling practices by a professional organization, with nation-wide contacts, exclusively dedicated to the broadcast industry.

We invite confidential inquiries, with your resume, for analysis of advancement opportunities.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

333 Trans-Lux Bldg. 724 Fourteenth St., N.W. Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Opportunity for good experienced, married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

Announcer wanted. Experienced capable beginner or old-timer needed at once. Must be good for top daytimer. Vacation and other benefits. A. A. acceptable. First phone desired but not necessary. Wire or phone Robin Morrow, KJAN, Atlantic, Iowa.

Combo-first phone, 250 watter, swell climate, good pay. No drunks. KTRC, Santa Fe, N. M.

Regional network station needs announcer-salesman. Above average salary and generous commissions. Contact William Kemp, KVWO, Box 1926, Cheyenne, in wonderful Wyoming.

Three immediate openings at central and southwestern Kansas' strongest independent. New owner is enlarging staff. Needs board-operating morning man, play-by-play sportscaster-announcer and gal Friday. If you're tired of fighting the mobs and want to raise your family in a wealthy and aggressive town of 40,000, this is it. Airmail background, photo, tape, salary requirements to J. D. Hill, KWHK, Hutchinson, Kansas.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to Williams, WEAB, Greer, S. C.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

Announcer-chief engineer. Emphasis announcing—New beautifully equipped 1000 watt-daytimer—immediate. Send resume, tape or call Bill Duke. Main 4-4908, WKDL, Clarksdale, Mississippi.

Good announcer, 1st phone, in fast growing market. WLBE, Leesburg and Eustis, Florida.

Wanted—top-flight announcer **with first class ticket. No floaters desired. Preferably several years experience. Good pay. Excellent future to right man. Mail tape and information to Alvin Mullenax, PD., Station WSVA, Harrisonburg, Va.**

Technical

Immediate opening for chief engineer-announcer with 1kw progressive leading station in midwest. Submit complete resume, tape and photo. Box 896E, B•T.

Am transmitter engineer—5kw fulltime in midwest—experience preferred—salary depending on ability and experience. Box 911E, B•T.

Chief engineer-announcer for top 1000 watt independent in metropolitan California market. $125 per week. Want experienced, mature man. Send resume, tape, Box 941E, B•T.

Chief engineer-announcer needed for one of the finest small operations in the midwest. If you are a qualified chief with a background of experience that can be proven and can handle board assignments when needed, then KNCM in Moberly, Missouri, will offer you a wonderful city in which to live and raise a family. You will have the finest working conditions and the best associates in the business plus many station benefits including a paid two week vacation. Position is now available. Contact Ed Dahl, Manager.

Wanted: Combination engineer-announcer, permanent position. Send tape, KPOW, Powell, Wyoming.

Michigan. Immediate opening. 1st class engineer. Ralph Carpenter, WBCM, Bay City, Michigan.

Engineer, 1st phone, permanent. Write all details including salary requirements. WEAW-AM-FM, Evanston, Illinois.

Immediate opening 1st class engineer. Good community. Call Manager, WGAI, Elizabeth City, N. C.

WGVM, Greenville, Mississippi, has opening for experienced chief engineer-announcer. $80.00 weekly start, must be proficient both fields. No phone calls. Full details plus audition in first letter.

Engineer WINZ, Miami, fully qualified to operate 50 kw Doherty with 6 tower directional. Send complete resume to Rex Rand.

Wanted: Chief engineer, combo announcer. $100.00 week. Rush resume. WKNK, Muskegon, Mich.

Programming-Production, Others

Program or production manager with experience and ability. Box 810E, B•T.

Continuity writer for midwest. Male or female. Box 849E, B•T.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Promotion-publicity. Experienced in audience building for radio and tv. Must have successful experience in similar capacity, and be familiar with techniques that get results in increased ratings. This is not a sales promotion job. Salary commensurate with experience and ability. Tell all in first letter, including compensation expected. Box 873E, B•T.

Program director-announcer. Mississippi daytimer. Southerner—25-35—married. Copy-interviews-special events-play-by-play. Join congenial staff at $75-$85 week. Box 907E, B•T.

Male copy director: To write copy and do 10 hours weekly air work. Kw, Pa. daytimer. Box 918E, B•T.

Radio program director, Montana market, must have good radio background, capable announcer. Top personal references required. Beginning salary, $375 a month. Replies confidential. Write Box 921E, B•T.

Tv program director, must be experienced all phases television production. Give complete personal data first letter stating minimum starting salary required. Northwestern location. Replies confidential. Write Box 922E, B•T.

Radio program director, 5000 watt CBS affiliate, Great Falls, Montana. Must know all phases radio. Moral and financial responsibility, references required. Must have own transportation. Position open Jan. 16th. Do not send tapes unless requested. State minimum salary acceptable. Airmail all replies, including photograph, to Assistant Manager, KFBB, Box 1139, Great Falls, Montana.

Radio news reporter, male or female. Opportunity for active participation in local news gathering and writing. Some experience preferred. Write or call WSTC, 270 Atlantic Street, Stamford, Conn. DAvis 4-7575.

Charles W. Levene—Charles W. Ashburn, please write James H. Rees, Union National Bank, Fayetteville, Tennessee, giving your current address.

Situations Wanted

Managerial

At New York 50kw . . . employed as assistant to manager. Duties include sales, administration, programming, advertising, promotion, news, sports. Must move southern California, Arizona. Seeking executive position large or small station. Available immediately. Resume on request. Interview at my expense. Reply. Box 899E, B•T.

Successful southeastern manager with national and regional sales know-how, wants opportunity to build station into top producer. City 50,000 or more. Box 934E, B•T.

Looking for a specific job. I'd like to operate a group of small stations for an enthusiastic owner. Abundance of background, experience, program ideals and sales knowledge. Grew up in radio. Young and ambitious. Minimum salary $12,000 or a flat percentage of the net, plus future share of ownership. Presently happily and gainfully employed . . . just ambitious. Box 935E, B•T.

Experienced manager. Nineteen years. Can direct sales and manage. References. Box 938E, B•T.

Salesmen

Ohio. Salesman, high calibre. Announcer, good voice. Experienced. Emphasis on sales. First class license. Box 928E, B•T.

Experienced salesman-sports announcer, ex-G.I., married, available immediately. Box 322A, Rt. #1, Henderson, N. C.

Announcers

Experienced announcer. Top DJ, western or popular. Five years with same employer. First ticket. Box 796E, B•T.

Hi! Do you need an experienced stage, radio, and tv actor, who's been working for the past 18 months as a low-pressure, humorous, combo DJ? Ideal for morning or late night shows. Box 815E, B•T.

Country western DJ, musician-specialist. Experienced staff announcer. Third. Presently employed. Sincere, progressive stations only. Salary—talent. Box 841E, B•T.

Trained, experienced announcer, desires position New York State, New England. Box 869E, B•T.

Stop! Here's the experienced announcer you've been looking for. Specializing in news, commercials, DJ. Try me! Money back guarantee. Box 890E, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced announcer. Desires permanent position with small station, 250w-1000. Excellent background. Tape. Box 891E, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 894E, B•T.

High salary? No. Just give me a job. I'll deliver the best news, commercials and DJ shows for your market. Salary not too important. Right job is. Married, vet. Box 900E, B•T.

Announcer, six years—all phases except sports. Will consider any reasonable offer. Desire change for personal reasons. Box 901E, B•T.

Excellent announcer, four years experience all phases radio-television desires permanency in northeast metropolitan market. Veteran, married, college graduate. Box 902E, B•T.

Announcer or PD for radio or tv. Knows sports. Married, 33. Average voice. Box 905E, B•T.

Experienced anouncer and/or program director is seeking change. University graduate with seven years experience including television. Box 909E, B•T.

DJ—past two years top telephone request show—smooth delivery ad-lib—six years experience. Family man—desire metropolitan area. Tape, information available. Box 917E, B•T.

East, ten months experienced staffer. Young, married, presently employed. $65. Box 923E, B•T.

Radio-tv announcer, employed, seeks to relocate in southern or midwestern market. College graduate. Extensive "account executive" experience. Strong DJ and news—mature. Tape, picture, and references, on request. If serious, make me prove myself! Box 927E, B•T.

Announcer, three months experience. Good disc jockey, news. Short on experience, long on ambition. Box 930E, B•T.

Top-notch negro rhythm and blues-spiritual DJ. Top commercial selling job. Will travel. Tape, photo and data available. Dick Brown, 1442 East 68th Street, Chicago. BUtterfield 8-1372.

Experienced versatile announcer. News, commercials, DJ, remotes. Sports including play-by-play. Control board. Third ticket. Presently employed. Creative ability to program. Raymond Damgen, 111 North Walnut Street, East Orange, New Jersey. Orange 6-8872.

Announcer, 2 years staff experience, Virginia station. Single, draft exempt. Fulcher, 737 11th Street, N. W., Washington, D. C. ME 8-5255.

Sports director—five years radio—play-by-play major sports. Also program director three years. Age 29, married, preference midwest—personal interview or tape—available January 1st. Tom Lawrence, 6267 Washington Boulevard, Indianapolis, Indiana. Phone GLendale 5651.

Just call me commercial! Sound news analyst, music man, sportscaster. Hold B.A. in English, operate Western Electric board. One year's experience. Ivan Lohr, 317 9th Street, WCOM, Parkersburg, W. Va.

Thoroughly trained, single, recent graduate. Network personality, I believe. Desire position preferably in northeast. Right opportunity more than salary. Not afraid of overtime. Tape and resume available. Joe Martinz, Jr., Twining 8-6273, New York City.

Technical

Chief engineer-announcer—experienced 250 to 50 kw, degree, car, tv training. Box 746E, B•T.

Want transmitter position, 1st phone, 1 year experience. Phone Denver RA 20439. Box 919E, B•T.

Desire change in location. One year's experience as chief of small station. No bad habits. Box 924E, B•T.

Engineer, eight years experience am also tv. Dependable family man, best references. Desire permanent position with future. Florida or southeast. Box 925E, B•T.

Chief engineer, 5 years experience, kw daytime. Light announcing. Married, car. Prefer northeast. Box 931E, B•T.

Engineer, 6 years experience in am. Would like job in tv or radio on Gulf Coast or S. California. D. C. Kenney, 1708 Lucile, Wichita Falls, Texas. Phone 3-8990.

TELEVISION

Help Wanted

Salesmen

Television sales. Aggressive, dependable salesman with or without television experience. This retail sales opening is an opportunity to work and advance in experience and income. You will make money if you work and make calls. Top network adjacencies to sell, excellent production facilities and a retail market which is rated high in Sales Management. Aggressive dependability, not flash, needed by southeastern station. Full details with photo needed, quick decision possible. Box 805E, B•T.

Regional sales. Opportunity is here, but you must come with us and earn your advancement. If you believe that there are never any good opportunities advertised because they're already filled, you have too much inertia for us. Rich area market, basic major network tv station in growing southeast. Regional sales and building contacts with national advertisers field officials, latter a must. Travel as needed. Incentive plan. Open now, reply accordingly include particulars and photo. Box 806E, B•T.

Experienced, aggressive television account executive wanted immediately for booming KBTV in booming mile high Denver. Unlimited opportunities for real producer. Box 844E, B•T

Announcers

Openings available new ABC basis vhf in major market for commercial announcer, artist, projectionist, and director. Wire salary and availability. Box 920E, B•T.

Experienced tv all-around staff man. Possible to produce your ideas into shows. Apply in person or sound on film auditions. Peter Gallagher, WGLV-TV, Easton, Pa.

Technical

Chief engineer for RCA equipped California vhf station. Send full resume first letter including photo and salary desired. Box 862E, B•T.

Experienced transmitter engineer for 316kw installation in midwest. Salary depending on experience and ability. Give full particulars in first letter. Box 910E, B•T.

(Continued on next page)

RADIO SALESMEN WANTED

Many of RAB's 800 member radio stations need salesmen. At these stations you'll get the help you need to make really big sales — alert management, a steady flow of saleable ideas and sales tools. Attractive incentive plans at many stations. If you like selling with facts and presentations and are not currently working for an RAB member station, we'll help you find a good selling job with one of our stations. No charge. Just write.

Kevin Sweeney,
President
RAB
460 Park Avenue
New York 22, New York

TELEVISION

Help Wanted—(Cont'd)

Technical

Wanted: Experienced tv maintenance chief engineer for northwest CBS station. Give references and salary requirements. Box 940E, B•T.

Immediate openings. Transmitter engineer; studio engineer. Must be experienced. Mail complete resume. Chief Engineer, KOAT-TV, Albuquerque, New Mexico.

Programming-Production, Others

Television promotion assistant wanted. Must be strong on publicity and have education and/or experience in merchandising. Advancement opportunities for hard worker. Tell all first letter. Box 915E, B•T.

Projectionist: Immediate opening for night shift. Familiar with 16mm and 2 x 2 projection equipment. Contact Elliot Weisman, P. O. Box 70, West Palm Beach, Florida.

TV-radio program promotion assistant. Publicity-advertising agency. Lorton-McKay Personnel Agency, 30 Rockefeller Plaza, New York 20, N. Y.

Situations Wanted

Salesmen

Top local tv salesman currently employed in highly competitive metropolitan market, looking for responsible job with responsible organization. Solid successful background in local and regional sales, promotion, merchandising and production. Some agency experience. Will consider all openings but prefer competitive market West Coast or Midwest. First class references on request, including present employer. Box 912E, B•T.

Technical

Technician, 1st phone—capable operator—camera, film, audio—seeks permanent connection. Married, veteran, sober, dependable, free to travel. Resume, references. Box 893E, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Former broadcast chief with seven years experience wants to get into television. Box 913E, B•T.

Tv chief engineer for three years. Ex-NBC New York. Put three stations on air. Experienced all phases uhf and vhf. Major station operation, management and construction. Desire climate change. Bill McAlister, 970 Cedar Hills Blvd., Beaverton, Oregon.

Programming-Production, Others

Cameraman. 3 years experience all studio operations. Desires production opportunity. Now available. Best references. Box 892E, B•T.

Production manager with medium size vhf interested in position as director in larger operation. Resume on request. Box 897E, B•T.

Program director, production and tv director. 5 years experience 4 station market, wish to get ahead. Box 933E, B•T.

University graduate, best references and background. Alert, stable. 3 years tv experience. Now desires production position with larger operation. Slides, film, sound, cameraman, news cameraman, remote color man, 450 hours on-camera, switcher, program director. Single, 27, will travel. Box 936E, B•T.

FOR SALE

Stations

Rapidly growing daytimer in $40,000,000 local market. Best opportunity in southest for person with the money. No giveaway but real value. Box 914E, B•T.

Fm—multiplexing station, sale or lease. Best equipment, 35,000 watts. Biggest market to sell background music and programs to Chicagolands 6.5 million people. Write Was Corvine, 2707 North Drake, Chicago 47, Illinois.

Texas fulltime, secondary market, unit operation includes physical plant and tax advantages. Asking $100,000. Liberal terms. Paul H. Chapman, 84 Peachtree, Atlanta.

FOR SALE

Stations

Two Florida small market stations for sale with some terms. Paul H. Chapman, 84 Peachtree, Atlanta.

Border state secondary market station, $50,000, half on terms. Paul H. Chapman, 84 Peachtree, Atlanta.

We offer good radio and tv buys throughout the United States. Ask for our free bulletin. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1739 Connecticut, N. W., Washington, D. C.

Equipment

For Sale—RCA TF-6AH superturnstile—channel 10. Minor changes to channel 7 through channel 13. Used 8 months, 2½ years old. Excellent condition. Pressurized. Make offer. KOLN-TV, Lincoln, Nebraska.

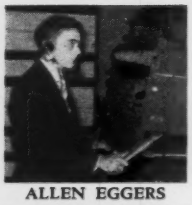
PE-5A film camera channel (GE); PE-100A 16mm projector (GPL); PE-3C slide projector (GE); and other items. Never used! 50% off cost! Write Radio KXOA, Sacramento 15, California.

2—RCA TK-20-D inoscope film camera complete with camera pedestals, control chassis, beam metering panels, DC power units, edgelight projectors, inter-connecting cables, and TP-9C multiplexers with adjustable RCA slide-projector pedestals. Equipment is less power supplies and master monitors. Like-new condition. Will sell 1 or both. Make us an offer. WKBN-TV, Youngstown, Ohio. STerling 2-1145.

Gates model 31 console in good operating condition. Complete $500.00 F.O.B. R. G. Blaskow, P. O. Box 2468, Birmingham, Alabama.

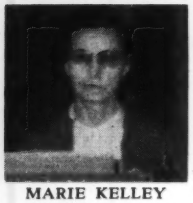
Booth Leasing Corporation—A national leasing service—which includes everything from store and office fixtures to executive aircraft—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, and places it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by BLC are tax deductable expense items. For full information for your attorney, tax counsel and yourself, write, wire or phone Gene O'Fallon & Sons, Inc., Channel 2, TV Building, 550 Lincoln Street, Denver, Colorado. KEystone 4-8281.

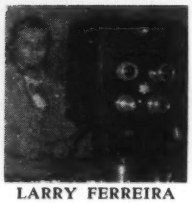
START YOUR NEW YEAR RIGHT...


ALLEN EGGERS

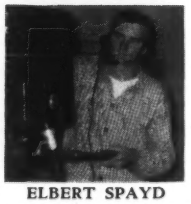
SOMMERVILLE

RONALD HANSEN

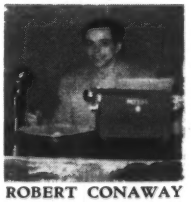

MARIE KELLEY


LARRY FERREIRA

JACK HURLBUT


ELBERT SPAYD

MILTON SANDERS


ROBERT CONAWAY

HARLAN MEYER

THOMAS MORIN

It's not too late to start your New Year off right with valuable additions or replacements to your staff from Northwest. Call Northwest FIRST. Classes in TV Production have just completed their training in each of our four schools' completely equipped studios. These people, qualified for all phases of Television with specific individual abilities, are now available in YOUR area. Our Hollywood class is pictured here. Throughout 1956 remember, for well-trained, highly adaptable people for all phases of TV production, for honest analysis of people's abilities and for immediate results . . . phone or wire collect, John Birrel, Employment Counselor.

NORTHWEST RADIO & TELEVISION SCHOOL

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

FOR SALE

Equipment

For sale: One surplus 140′ steel radio tower in excellent condition. Tower dismantled and stored in sections at California Highway Patrol office located at 3059 Ventura Boulevard, Ventura, California. Interested parties may submit sealed bids to the California Highway Patrol, Box 898, Sacramento, California, to the attention of the Accounting Officer on or before February 15, 1956. Successful bidder will bear loading and freight costs and state sales tax will be added to bid price. The state makes no guarantee other than title.

Console, studio control, meets am-fm broadcast specifications. Write for literature. U. S. Recording Co., 1121 Vermont Avenue, Washington 5, D. C.

WANTED TO BUY

Stations

Eastern principals looking for radio property netting $25,000 or with potential of this amount. Box 926E, B•T.

Stations wanted. Colorado, Texas, Oklahoma, Missouri, Arkansas, Kansas. Metropolitan stations especially desired. Ralph Erwin. Broker, 1443 South Trenton, Tulsa.

Equipment

Used lights: Key klieg—1500 to 2000, fill bucket—750 to 2500, or comparable. Box 864E, B•T.

Studio Zoomar or equivalent. Rear screen projector. Must be in good condition and realistically priced for cash. Box 871E, B•T.

Fairchild 523 studio disc cutting lathe, or Scully or equal. State condition and price. Box 875E, B•T.

Thesaurus and Associated transcription catalogs issued prior to 1950 wanted. State condition and price. Box 895E, B•T.

Wanted: Video sweep generator, vhf demodulator, and lighting equipment. Write Evans, KLIX-TV, Twin Falls, Idaho—price and condition.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone. After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1653 North Cherokee, Hollywood 28, California.

RADIO

Help Wanted

Salesmen

SALESMAN

Solid central California network station has opening for top-rated, aggressive salesman. Good draw and commission. Excellent market, fine future.

Box 908E, B•T

Technical

ENGINEERS WANTED

AM & TV transmitter engineers and studio technicians—immediate openings for permanent positions. Previous experience necessary. Salary depending on ability. Long established major western network affiliate. Airmail complete details to Box 943E, B•T.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

TOP CONTINUITY JOB

Leading Ohio Indie wants Continuity Writer. Three years experience preferred. This is a professional writing job and your only responsibility will be to write hard-selling copy. You'll replace a pro who's been with us four years and is leaving for personal reasons. Salary open. Tell all first letter and enclose samples.

Box 880E, B•T

FOR SALE

Stations

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

SERVICES

LOCATION FILMING FOR TV

Documentaries, spots, backgrounds
COLOR-B & W

Deadlines met. Complete, rounded coverage. Precise timing and length. Budget priced. Top-notch direction and photography. Competent, reliable technicians.

Write, phone, wire

Trans World Pictures
10 W. 47th St., New York 36, N. Y. JUdson 2-0377

TV PHOTO BLOWUPS

Giant Murals for advertising or program background displays. Enlarged from your small photo or ad copy.

STITES PORTRAIT CO.

Write for price list and sizes
P. O. Box 199 Shelbyville, Indiana

FOR THE RECORD

(Continues from page 116)

to cover cp which authorized increased power, changed hours of operation and installation of DA-1.

Actions of Dec. 30

WAUG-FM Augusta, Ga.—Granted STA to remain silent to Feb. 1.

KPMP Shenandoah, Iowa—Granted cp to change ant.-trans. location make change in ant. system and operate trans. by remote control.

KADK Bellevue, Wash.—Granted mod. of cp to change name to K. B. Brownlow Ward and R. E. Pollock d/b as Othello Radio.

WKLX Paris, Ky.—Granted license to cover cp which authorized new am station.

WCDJ Trenton, N. C.—Granted license to cover cp which authorized new am station.

WCLG Morgantown, W. Va.—Granted license to cover cp which authorized increased power.

WCBR Memphis, Tenn.—Granted license to cover cp which authorized changed ant.-trans. location.

KSUL El Dorado, Ark.—Granted license to cover cp which authorized new am station.

WTVN Columbus, Ohio—Granted mod. of cp for extension of completion date to Feb. 1.

KWEN Hobbs, N. M.—Granted mod. of cp for extension of completion date to Jan. 31.

WNIA Rochester, N. Y.—Granted mod. of cp to make ant. system changes.

By the Commission

WLRD (FM) Miami Beach, Fla.; WHOM-FM New York, N. Y.; WSAI-FM Cincinnati, Ohio; WBFM (FM) New York, N. Y.; KQXR (FM) Bakersfield, Calif., and WIBG-FM Philadelphia, Pa.

UPCOMING

JANUARY

Jan. 10: NARTB Employer-Employe Relations Committee, NARTB Hdqrs., Washington.

Jan. 12: Oklahoma Assn. of Broadcasters, Lawton.

Jan. 12: NARTB Tv Film Committee, NARTB Hdqrs., Washington.

Jan. 12-13: NARTB Radio Standards of Practice Committee, NARTB Hdqrs., Washington.

Jan. 16: National Appliance & Radio-Tv Dealers Assn. Convention, Chicago.

Jan. 19-21: South Carolina Broadcasters Assn. Annual Convention, Clemson House, Clemson.

Jan. 26-27: NARTB Code Review Board, San Francisco.

Jan. 30: International Alliance of Theatrical Stage Employes, General Executive Board, Hollywood—Roosevelt Hotel, Hollywood, Calif.

Jan. 30-31: NARTB Board Committee, San Marcos Hotel, Chandler, Ariz.

FEBRUARY

Feb. 1-3: NARTB Board of Directors, San Marcos Hotel, Chandler, Ariz.

Feb. 2: Sports Broadcasters Assn. Ninth Annual Dinner, Park-Sheraton Hotel, New York.

Feb. 2-3: Institute of Radio Engineers National Symposium on Microwave Techniques, Philadelphia.

MARCH

March 10: Michigan State U. Dept. of Speech 11th Annual Radio-Tv Conference, East Lansing.

March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.

March 16: Connecticut Broadcasters Assn., Waverly Inn, Cheshire, Conn.

March 16: Ohio Assn. Radio & Tv Broadcasters, Hotel Statler, Cleveland.

March 19-22: Institute of Radio Engineers National Convention and Radio Engineering Show, Waldorf-Astoria, New York.

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The Sins of 309 (c)

WITH the amenities over, Congress this week gets down to business. The first session of the 84th, which wound up last August, was a bust for broadcasters—oratory aplenty but no action.

The second session is apt to be the same unless swift and strong measures are invoked. This is election year and Congress won't tarry long. In this climate, things do not happen automatically.

Positive action is needed, fast, on modification of Section 309 (c) of the Communications Act, which provides for automatic hearing for an objector who simply claims economic injury. This has resulted in legalized blackmail and delays which have shorn the FCC of its most elementary function and deprived the public of service. A few ambulance-chasing lawyers and a handful of narrow-visioned broadcasters and publishers bent upon keeping competition out, want the iniquitous 309 (c) retained as is.

Last session the House passed HR 5614 to eliminate the automatic hearing on protest and restore to the FCC the right to determine when a hearing should be held. This bill is now Order No. 1246 on the Senate calendar, 16th item down. It failed to pass in the final hours of the last session because two or three senators had other grievances against the FCC, and denied unanimous consent.

The FCC, organized and reputable broadcasters and the Senate Interstate & Foreign Commerce Committee favor HR 5614. The FCC has implored Congress to act. Every broadcaster interested in logic, fair play and the well-being of broadcasting should urge his senators to press for unanimous consent on HR 5614 the first time it is reached on the calendar.

Silent Pictures

AMONG operators of non-commercial, educational television stations, the U. of North Carolina is unique: It has broadcast a series of programs that were too popular

Here's how it happened.

During the 1954-55 basketball season, the university's WUNC-TV (ch. 4) telecast a number of games. The telecasts siphoned off so much audience from play-by-play broadcasts on commercial radio stations that sponsors threatened to cancel.

In deference to the protests of broadcasters who faced a loss of business, the university this year proposed a compromise. Its tv station would telecast only the picture of the games; commercial radio outlets could continue to provide the audio. To see and hear what was going on, basketball fans would have to tune to both television and radio. That way, it was thought, the radio outlets would keep their audiences and their sponsors.

Some radio stations agreed with the compromise, but an advisory committee of the North Carolina Assn. of Broadcasters didn't [B•T, Jan. 2]. It is the committee's contention that the telecasting of basketball games does not constitute the educational programming for which non-commercial stations were intended.

We have never been sure just what sort of programming the FCC had in mind—if indeed it had anything in its mind—when it reserved 242 allocations for non-commercial, educational stations. We have always been sure, however, that sooner or later some kind of competition would develop between commercial broadcasting and the educational outlets.

Every person who tunes to a program on an educational station is one member lost to the audience of commercial radio and tv. To the extent the commercial broadcasting audience is diminished, the advertising potential of commercial broadcasting becomes diminished. The educational station does not have to sell time to put itself in competition with commercial operations. It needs only to develop programs which take audiences from commercial broadcasting.

To put it another way, if educational stations are to exert any influence in their communities, they must do so only at the expense of commercial broadcasting. This principle is inherent in the establishment of a special class of station for use in non-commercial, educational telecasting. Hence a direct conflict of interests is inevitable.

The faculty of the U. of North Carolina is trying, in a commendable spirit of cooperation, to operate its station without competing with commercial broadcasting. It was in that spirit that the silent picture of basketball was offered as a compromise.

But in trying compromises the university is only postponing the day when the conflict of interests between its station and the commercial radio and television outlets in its area must become evident.

This problem is not confined to North Carolina or to basketball telecasts. It exists wherever non-commercial, educational stations operate and will become more troublesome the longer the educational system is maintained.

No one—not the public, the educational stations or commercial stations—will profit by contrived arrangements like the proposed "broadvising" of pictures only. To restrict a vhf station to so limited a use is no more sensible than to deliberately run an eight-cylinder automobile on four cylinders.

The longer the educational television reservations stand the more apparent it becomes that the FCC should not have created that special class of station. In doing so it has deprived the public of service.

It is still not too late for the FCC to eliminate the non-commercial, educational station as a thing apart and to let those educational institutions that wish to go into tv apply for regular commercial stations in competition with other applicants. If all stations operated as frankly commercial businesses, it would be a much more honest kind of competition than now prevails.

Drawn for BROADCASTING • TELECASTING by Duane McKenna

". . . and here are the next contestants on Do You Trust Your Wife?"

Independents' Day

IN A TRANSACTION as big as the RKO release to tv of 750 movie features and 1,000 shorts the long-range potentials are apt to be obscured by the immediate impact of big money changing hands. It is easy to think more about the $15.2 million which C&C Super Corp. paid to RKO Teleradio Pictures than about the meaning which the acquisition has for television's future.

But, we suggest, the significance of this and other recent releases of quality films to tv goes considerably beyond the initial exchange of money. Television is acquiring a great abundance of program supply. It is a lack of big-audience programming which has, more than any other cause, restricted the growth of television.

With relatively few exceptions, the successful television stations have been network affiliates with full schedules of network shows. There have been enough exceptions—KTTV (TV) Los Angeles and WPIX (TV) New York, to name but two—to prove that independent stations which are skillfully managed in good markets, and can get good programming from other sources can succeed.

Add a substantial volume of Hollywood movie product to the already impressive supply of shows distributed by tv film syndicators, and the opportunity is enormously enhanced not only for existing independent stations but for new ones.

It was quite a year for KSTP-TV!

In 1955, KSTP-TV enjoyed the greatest selling year in its history—broke every sales record in the books. And in ratings, too, KSTP-TV was a consistent leader. The latest available figures show that during the important evening viewing hours from 6:00 PM until sign-off, KSTP-TV leads all other Minneapolis-St. Paul television stations in average program ratings—*seven days a week*!*

We'd hate to see the year end if it weren't for the fact that 1956 looks even better.

In this growing Northwest market which offers an advertiser more than 600,000 television homes and a spendable income of nearly FOUR BILLION DOLLARS, KSTP-TV has long been the leader.

It is the Northwest's *first* television station, *first* with maximum power, *first* with color TV and *first* in listener loyalty.

To put *your* advertising dollars to work most effectively during the new year, KSTP-TV is your *first* buy and your *best* buy in the important Northwest.

**Weekly average, ARB Metropolitan Area Report, October, 1955.*

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KSTP-TV 5

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